



Through E-mail / Speed Post/Courier

Date:10/03/2021

To,
**M S Digital Cable Network,
Vill.- Bhadrash, P.O.- Duttnagar, Tehsil- Rampur, Bushahr
Rampur Bushahr, Shimla
Himachal Pradesh-172001**

Customer ID: 124273

Kind Attention: Mr., Virender Kumar Mehta

Sub: Subscription License Agreement for period 11-Nov-2020 To 10-Nov-2021.

Dear Sir / Ma'am,

Under the Subscription License Agreement, you had opted for Incentive Scheme. We are in receipt of the Qualifying Report(s) shared by you for the month of **DEC'2020.**

We have evaluated the Qualifying Report and as per the report/revised report submitted, you are eligible for Total incentive value of Rs. 3316.54 (Rupees Three Thousand Three Hundred Sixteen And Fifty-Four Paise Only).

Please find enclosed with this letter, a copy of the Incentive Annexure Reference no. 27428 The annexed incentive annexure has detailed summary workings of the incentive eligibility.

Please note that as per the mutually agreed terms under clause 3 of Annexure C of the Subscription License Agreement, you shall raise on us an invoice for the said amount or in case if you have already sent invoice for the above said period, please raise on us debit/credit for the differential amount within three (3) days of the receipt of this communication by you in order to enable us to pay you the said amount.

For **Star India Pvt. Ltd.**

(Authorized Signatory)

Incentive Eligibility Letter

Customer ID	124273
DPO Name	M S Digital Cable Network
SAP Vendor Code	-
PO number	-
Corresponding Invoice Number	M04300006064
Incentive Month	DEC'2020

Target Market	Universe
Hindi Speaking Market (HSM)	375
West Bengal	-
Maharashtra, Goa	-
NESA	-
Andhra Pradesh, Telangana	-
Karnataka	-
Tamil Nadu, Puducherry	-
Kerala, Lakshadweep	-

Document type	Corresponding Incentive Eligibility Letter Reference No.	Incentive amount (Rs.)
Original Incentive Eligibility Letter		0.00
Revised Incentive Eligibility Letter	27428	3,316.54
Differential		3,316.54

Market	Bouquet Penetration % Achieved	Eligible Incentive % for Bouquet Penetration	Lead Channel Penetration % Achieved	Eligible Incentive % for Lead Channel Penetration	Total Incentive % Eligible	Revenue for Respective Market (Rs.)	Incentive Amount for Respective Market (Rs.)
Hindi Speaking Market (HSM)	99.93	15.00	99.93	0.00	15.00	17,688.20	3,316.54
Total (SIPL Incentive)							3316.54
Total (DBIL Incentive)							0.00
Total							3316.54