



Through E-mail / Speed Post/Courier

Date:30/03/2021

To,
**KAL CABLES PRIVATE LIMITED,
229, Kutchery Road, Mylapore
Chennai City Central, Chennai
Tamil Nadu-600004**

Customer ID: 113261

Kind Attention: Mr. M. Natesan

Sub: Subscription License Agreement for period 01-Nov-2020 To 31-Oct-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 **JAN'2021.**

We have evaluated the Qualifying Report and as per the report/revised report submitted, you are eligible for Total incentive value of Rs. 0.00 (Zero).

Please find enclosed with this letter, a copy of the Incentive Annexure Reference no.29565 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	113261
DPO Name	KAL CABLES PRIVATE LIMITED
SAP Vendor Code	10010217
PO number	-
Corresponding Invoice Number	M03300004545
Incentive Month	JAN'2021

Target Market	Universe
Hindi Speaking Market (HSM)	-
West Bengal	-
Maharashtra, Goa	-
NESA, Andaman & Nicobar Islands	-
Andhra Pradesh, Telangana	14960
Karnataka	8841
Tamil Nadu, Puducherry	1973249
Kerala, Lakshadweep	-
Metro Cities	-

Document type	Corresponding Incentive Eligibility Letter Reference No.	Incentive amount (Rs.)
Original Incentive Eligibility Letter		0.00
Revised Incentive Eligibility Letter	29565	0.00
Differential		0.00

Market	Lead Channel Penetration % achieved	Lead Incentive condition Met	Bouquet Penetration % achieved	Total Incentive % Eligible	Revenue for Respective Market (Rs.)	Incentive Amount for Respective Market (Rs.)
Andhra Pradesh, Telangana	72.20	NO	86.26	0	515,415.13	0.00
Karnataka	74.66	YES	90.26	0	285,830.14	0.00
Tamil Nadu, Puducherry	95.47	YES	87.49	0	50,601,221.81	0.00
Total (Part A Incentive)						0.00
Total (Part B Incentive)						0.00
Total						0.00