



Through E-mail / Speed Post/Courier

Date:03/03/2021

To,
**VK DIGITAL NETWORK PRIVATE LIMITED,
2nd Floor , No.41, Blue Valley,Nandidurga Main Road, Jayamahanl Extension
Bangalore,Bangalore
Karnataka-560046**

Customer ID: 124166

Kind Attention: Mr., M. Senthil Kumar

Sub: Subscription License Agreement for period 01-Feb-2019 To 30-Nov-2020.

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 **SEP'2020.**

We have evaluated the Qualifying Report and as per the report/revised report submitted, you are eligible for Total incentive value of Rs. 171604.38 (Rupees One Lakh Seventy-One Thousand Six Hundred Four And Thirty-Eight Paise Only).

Please find enclosed with this letter, a copy of the Incentive Annexure Reference no. 28493 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	124166
DPO Name	VK DIGITAL NETWORK PRIVATE LIMITED
SAP Vendor Code	10011207
PO number	-
Corresponding Invoice Number	M03300004119
Incentive Month	SEP'2020

Target Market	Universe
Hindi Speaking Market (HSM)	-
West Bengal	-
Maharashtra, Goa	-
NESA	-
Andhra Pradesh, Telangana	-
Karnataka	77063
Tamil Nadu, Puducherry	-
Kerala, Lakshadweep	-

Document type	Corresponding Incentive Eligibility Letter Reference No.	Incentive amount (Rs.)
Original Incentive Eligibility Letter	24368	171,604.38
Revised Incentive Eligibility Letter	28493	171,604.38
Differential		0.00

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.)
Karnataka	64.93	0.00	91.77	7.50	7.50	1,830,446.74	171,604.38
Total (SIPL Incentive)							171604.38
Total (DBIL Incentive)							0.00
Total							171604.38