

**REFERENCE INTERCONNECT OFFER ("RIO") OF SUN TV NETWORK LIMITED – FOR MULTI SYSTEM OPERATOR**

This Reference Interconnect Offer ("RIO") published by SUN (as defined below), specifying the technical and commercial terms and conditions, in conformance with the Interconnection Regulations (as defined below), the Tariff Order (as defined below) and the QoS Regulations (as defined below) (collectively referred to as "TRAI Regulations"), is the basis which MSO (as defined below) may seek interconnection with SUN for re-transmission of the Channels (as defined below). This RIO contains the technical and commercial terms and conditions relating to, including but not limited to, maximum retail price per month of pay channel, maximum retail price per month of bouquet of pay channels, discounts, if any, offered on the maximum retail price, distribution fee, manner of calculation of 'SDSPL's share of maximum retail price', genres of pay channels and other necessary conditions.

SUN has designated few persons, whose coordinates are mentioned below ("Contact Persons"), to receive requests for interconnection from MSOs and grievance redressal thereof:

For Karnataka  Mr. Guru Prasad Phone: 080-44676767 E-mail: guru.mn@sunds.in	For North, East & West  Mr. Venkat Ramana Phone: 022 28303135 E-mail: venkatramana.r@sunds.in
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SUN has also devised an application form for request of signals of the Channel(s) in accordance with **Schedule II** of the Interconnection Regulations (as set out in **Schedule C** of this Agreement). Any MSO desirous of obtaining signals of the Channel(s) is required to make written request in such application form to the Contact Person in their jurisdiction. Along with such request, MSO is also required to provide certificate/report evidencing that the Addressable System to be used by the MSO for re-transmission of the signals of the Channel(s) meet the requirements as specified in the **Schedule III** of the Interconnection Regulations and **Schedule A** of this Agreement.

Upon receipt of such request from the MSO together with all requisite documents and/or before execution of the Interconnection Agreement and/or before providing the signals of the Channel(s) to the MSO, if SUN is of the opinion that the Addressable System to be used by the MSO does not meet the requirements specified in **Schedule III** of the Interconnection Regulations and **Schedule A** of this Agreement, it may cause an audit of MSO's Addressable System.

**\*This Reference Interconnect Offer has been filed in compliance with Clause 7 of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017, as amended from time to time, including amended notified via Press Release No. 73/2022 issued by the TRAI on November 22,2022 and is without prejudice to (i) SDSPL's/SUN's rights to make changes as per applicable laws and (ii) subject to the final outcome of any appeal/litigation and/or any regulatory changes having bearing on the TRAI Regulations.**

**INTERCONNECTION AGREEMENT [MULTI SYSTEM OPERATOR]**

Agreement No: SA \_\_\_\_\_  
SMS Reference No: \_\_\_\_\_  
Distributor Reference \_\_\_\_\_  
Customer Reference No: \_\_\_\_\_

Affix passport-size photograph of the authorized signatory & sign on the same such that half the signature is on the page and other half is on the photograph.

This License Agreement is executed on this \_\_\_ day of \_\_\_\_\_, 20\_\_ by and between:

Sun TV Network Limited, a company incorporated under the Companies Act,1956, having its registered office at Murasoli Maran Towers, 73, MRC Nagar Main Road, MRC Nagar, Chennai - 600 028 (hereinafter referred to as "SUN", which expression, unless repugnant to the meaning or context thereof, shall be deemed to mean and include its successors and permitted assigns), through its authorized agent, Sun Distribution Services Private Limited, a company incorporated under the Companies Act,1956, having its registered office at Murasoli Maran Towers, 73, MRC Nagar Main Road, MRC Nagar, Chennai - 600 028 (hereinafter referred to as "SDSPL", which expression, unless repugnant to the meaning or context thereof, shall be deemed to mean and include its successors and permitted assigns).

and

**Licensee (M/s):** \_\_\_\_\_  
Licensee's Status: Company  Partnership Firm  Proprietorship Firm  Individual  HUF  Other

DAS License No: \_\_\_\_\_

Valid From: \_\_\_\_\_ Valid Up to: \_\_\_\_\_

Registered Area: \_\_\_\_\_

Area: Refer **Annexure F**

PAN No.: \_\_\_\_\_

GST Registration No.: \_\_\_\_\_

TAN No.: \_\_\_\_\_

Entertainment Tax Registration No.: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Tel. No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Contact Person Name, Mobile No. & E-mail ID: \_\_\_\_\_

Installation Address: \_\_\_\_\_

Tel. No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Contact Person Name, Mobile No. & E-mail ID: \_\_\_\_\_

Name of Authorized Signatory (Mr./Ms.): \_\_\_\_\_

[hereinafter referred to as "Licensee", which expression, unless repugnant to the meaning and context thereof, shall mean and include the heirs, executors and administrators in the case of a sole proprietorship firm; the partner or partners for the time being and the heirs, executors and administrators of the last surviving partner in the case of a partnership firm; the successors and permitted assigns in the case of a company; and karta and coparceners in the case of a Hindu Undivided Family ("HUF")].

The expression of the terms 'SDSPL' and 'Licensee' may hereinafter individually and collectively be referred to as "Party" and "Parties", respectively.

**WHEREAS:**

- A. SUN is the Broadcaster (as defined below) of the Channels (as defined below). SDSPL has been appointed by SUN as its authorized agent and SDSPL has been authorized to act for and on behalf of SUN to (a) license the Channels, inter alia, to the Multi System Operators (as defined below) in the Territory (as defined below), (b) raise invoices and collect the Monthly License Fees (as defined below) from such Multi System Operators, and (c) create rights and obligation that are contractually binding in nature and enforceable at law.
- B. The Licensee is a Multi System Operator authorized to operate in the Registered Area (as defined below).
- C. The Licensee is desirous to license the Subscribed Channels for further retransmission through its Addressable System (as defined below) to the Subscribers (as defined below) in the Area (as defined below) and in this regard, has approached SUN's authorized agent, SDSPL. SDSPL, on behalf of SUN, is willing to license the Subscribed Channels (as defined below) to the Licensee for further retransmission through its Addressable System to the Subscribers in the Area, subject to the terms and conditions of this Agreement.

**NOW THEREFORE**, in consideration of the foregoing and the mutual covenants contained herein, constituting good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows: -

**1. DEFINITION:**

In this Agreement, unless the context otherwise requires, the defined terms below shall have such respective meaning as have been assigned to them hereunder. Additionally, there are other defined terms in the body of the Agreement which shall have such respective meaning as have been assigned to them in the body of the Agreement.

- (i) **"Addressable System"** means an electronic device, (which includes hardware and its associated software) or more than one electronic device put in an integrated system, through which transmission of the programmes, including retransmission of the signals of the Subscribed Channels can be done in an encrypted form by the Licensee, and which can be decoded by the Set Top Box at the premises of the Subscriber within limits of the authorization made on the choice and request of such Subscriber and includes the Subscriber Management System and the Conditional Access System of the Licensee.
- (ii) **"Affiliated Cable Operators"** means the Cable Operators who have been specifically authorized by the SDSPL in writing under this Agreement to receive signals of the Subscribed Channels from the Licensee and retransmit the signals to the Subscribers in the Area. A list of such cable operators and their respective area of operation is annexed hereto and marked as **Annexure F**.
- (iii) **"Agreement"** means this License Agreement together with its Schedules and Annexes.
- (iv) **"Applicable Laws"** means laws, regulations, directions, notifications, rules or orders, including amendments thereto, enacted or issued by any constitutional, legislative, judicial, quasi-judicial or administrative authority including the TRAI and the MIB.
- (v) **"Area"** means specific areas to be catered by the Licensee (either directly or through the Affiliated Cable Operators) (within the Registered Area and the Territory) for which distribution of the Subscribed Channels as have been mutually agreed between SDSPL and the Licensee, and more explicitly specified in **Annexure F** of this Agreement.
- (vi) **"Bouquet"** or **"Bouquet of Channels"** means an assortment of the Channels, offered together as a group or as a bundle and all its grammatical variations and cognate expressions shall be construed accordingly
- (vii) **"Broadcaster"** means a person or a group of persons, or body corporate, or any organization or body who, after having obtained, in its name, downlinking permission for its channels, from the Central Government, is providing programming services.
- (viii) **"Conditional Access System"** or **"CAS"** means conditional access system installed at the Licensee's headend that enables the Subscribers to access and to view the Subscribed Channels and also prevents unauthorized viewers from accessing the Channels.
- (ix) **"Cable Operator"** means any person who provides the Cable Services through the Cable Television Network or otherwise controls or is responsible for the management and operation of a Cable Television Network and fulfills the prescribed eligibility criteria and conditions.
- (x) **"Cable Services"** means the transmission by cable of the programmes including retransmission of the signals of the television channels by cable.

- (xi) **“Cable Television Network”** means system consisting of set of closed transmission paths and associated signal generation, control and distribution equipment, designed to provide the Cable Service for reception by multiple subscribers.
- (xii) **“Central Government”** means Government of India.
- (xiii) **“Channels”** means the satellite television channels owned by SUN, the names and genres of which are specified in **Annexure A** of this Agreement, which has been granted permission for downlinking by the Central Government under the policy guidelines issued and amended by it from time to time.
- (xiv) **“Confidential Information”** means any confidential information disclosed by SDSPL to the Licensee while the Licensee is participating in the affairs/business of SDSPL and any such other confidential and proprietary information, including the terms and conditions of this Agreement disclosed by SDSPL during the Term.
- (xv) **“Distribution Fee”** means a percentage of MRP of each of the Subscribed Channels payable by SDSPL to the Licensee towards fee for distribution of each of the Subscribed Channels as more specifically specified in **Annexure B** and **Annexure B-1** of this Agreement.
- (xvi) **“Distributor Retail Price”** or **“DRP”** means the maximum retail price of each of the a-la-carte channels and bouquet of pay channels offered by the Licensee to the Subscribers, excluding taxes.
- (xvii) **“Effective Date”** means \_\_\_\_\_.
- (xviii) **“Effective Price”** means the price against each channel as appearing in Annexure B-1 for the purpose of computing Incentive/ discount as defined by regulation.
- (xix) **“Equipment”** means equipment comprising of digital satellite receivers/professional integrated receiver decoder, viewing cards and remotes (where applicable) for each of the Subscribed Channels, details of which are set forth in **Annexure C** hereto, which enables the Licensee decrypt the encrypted signals of the Subscriber Channels.
- (xx) **“Electronic Programme Guide”** or **“EPG”** means a program guide maintained by the Licensee that list the television channels subscribed by the Licensee and provides for corresponding programmes, scheduling and programme information and includes any enhanced guide that allows Subscribers to navigate and select such available channels and programmes.
- (xxi) **“Execution Requirements”** means all documents/information required by SDSPL from the Licensee to facilitate execution of the Agreement and includes all documents/information listed in **Annexure D** of this Agreement.
- (xxii) **“Incentive Scheme”** means the incentive scheme offered by SDSPL as specified in **Annexure B-2** and **Annexure B-4** of this Agreement.
- (xxiii) **“Intellectual Property”** means all right, title and interest in the programming and all copyright, creative, artistic and literary contents, trademarks, trade names, services marks, logos, materials, formats and concepts relating to the Channels/Subscribed Channels, or any mark of the right holders of any programming exhibited on the Channels/Subscribed Channels.
- (xxiv) **“Interconnection Regulations”** means the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 (as amended from time to time)
- (xxv) **“Maximum Retail Price”** or **“MRP”** means the maximum retail price per subscriber per month, excluding taxes, of each of the a-la-carte pay channels and bouquet of pay channels offered by SDSPL as more specifically specified in **Annexure B** and **Annexure B-1** of this Agreement, respectively.
- (xxvi) **“MIB”** means the Ministry of Information & Broadcasting in India.
- (xxvii) **“Monthly Average Subscriber Level”** means the average number of Subscribers in a particular month, as set forth in the applicable month’s Subscriber Report (refer Schedule D), actually subscribing to the Subscribed Channels.
- (xxviii) **“Monthly License Fees”** means the monthly license fee payable by the Licensee to SDSPL in terms of Clause 9 of this Agreement.
- (xxix) **“Multi System Operator”** or **“MSO”** means a Cable Operator who has been granted registration under Rule 11 of the Cable Television Networks Rules, 1994 and who receives the programming services from the broadcasters and re-transmits the same or transmits its own programming service for simultaneous reception either by multiple subscribers directly or through one or more local cable operators.

- (xxx) **“QoS Regulations”** means the Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017 (as amended)
- (xxxi) **“Registered Area”** means the registered area of operation of the Licensee as mentioned in the registration granted by the Central Government, as more explicitly specified in the recital clause of this Agreement.
- (xxxii) **“South India”** means the States of Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Telangana as well as the Union Territories of Andaman & Nicobar Islands, Lakshadweep and Puducherry.
- (xxxiii) **“SDSPL’s share of Maximum Retail Price”** means the Maximum Retail Price of each of the Subscribed Channels less the Distribution Fee.
- (xxxiv) **“Set Top Box”** or **“STB”** means the Licensee provided and/or the Licensee authorized device (embedded with the Licensee designated vendor designed CAS microchip), which is installed in the premises of the Subscriber and is connected to the television of the Subscriber that allows the Subscriber to receive unencrypted and descrambled from of the Subscribed Channel(s) through the Licensee’s Addressable System.
- (xxxv) **“Subscriber”** means a person in the Territory who is authorized to receive signals of the Subscribed Channel(s) as per the Addressable System of the Licensee, at a place indicated by such person, without further transmitting it to any other person and who does not cause the signals of the Subscribed Channel(s) to be heard or seen by any person for a specific sum of money to be paid by such person, and each Set Top Box located at such place, for receiving the Subscribed Channel(s), shall constitute one Subscriber.
- (xxxvi) **“Subscribed Channels”** means the a-la-carte channels and/or the bouquet of pay channels subscribed by the Licensee (from amongst the Channels), as are specifically identified by the Licensee by assigning tick marks (✓) as yes against such a-la-carte channels and bouquet of pay channels listed in **Annexure B** and **Annexure B-1** of this Agreement, respectively.
- (xxxvii) **“Subscriber Management System”** or **“SMS”** means a system or device which, stores the Subscriber records and details with respect to name, address and other information regarding the hardware being utilized by the Subscriber, channels or bouquets of channels subscribed to by the Subscriber, price of such channels or bouquets of channels as defined in the system, the activation or deactivation dates and time for any channel or bouquet of channels, a log of all actions performed on a Subscriber’s record, invoices raised on each Subscriber and the amounts paid and discounts allowed to the Subscriber for each billing period.
- (xxxviii) **“Subscriber Reports”** means the monthly subscriber reports to be provided by the Licensee to SDSPL in terms of Clause 13 of this Agreement.
- (xxxix) **“SUN Marks”** shall mean all Intellectual Property owned or used by SUN from time to time in connection with the Channels/Subscribed Channels, including, without limitation, the trade names and trademarks.
- (xl) **“Tariff Order”** means the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order, 2017 (as amended)
- (xli) **“TDSAT”** means Telecom Dispute Settlement and Appellate Tribunal, New Delhi.
- (xlii) **“Term”** means period commencing from \_\_\_\_\_ to 31<sup>st</sup> March 2024, unless terminated earlier in accordance with the provisions of the Agreement.
- (xliii) **“Territory”** means the states and the Union Territories in India other than the States of Tamil Nadu, Andhra Pradesh, Telangana and Kerala as well as the Union Territories of Puducherry, Andaman & Nicobar Islands and Lakshadweep.
- (xliv) **“Tier”** or **“Packages”** means various packages offered by the Licensee to the Subscribers comprising of the Subscribed Channels.
- (xlv) **“TRAI”** means the Telecom Regulatory Authority of India.

## 2. INTERPRETATION:

In the interpretation of the Agreement, unless the context requires otherwise:

- (i) The headings herein are used for convenience only and shall not affect the construction of this Agreement.
- (ii) The references to Annexure and Schedule are references respectively to the annexure of this Agreement.

- (iii) The reference to the singular includes reference to plural and vice versa.
- (iv) The reference to any gender includes a reference to all other genders.
- (v) The term "including" shall mean "including without limitation".
- (vi) The term "month" shall mean "calendar month"

**3. AUTHORISATION:**

SDSPL has the requisite power and authority from SUN to enter into this Agreement with the Licensee and create the mutual rights and obligation that are contractually binding in nature and enforceable at law.

**4. NON-EXCLUSIVE RIGHT:**

- (i) On the basis of the representations, warranties and undertakings given by the Licensee, and subject to the Licensee complying with all the terms and conditions as set out in this Agreement (including timely payment of the Monthly License Fees, SDSPL hereby grants non-exclusive license to the Licensee to receive the signals of the Subscribed Channels through the Equipment directly from designated satellites and retransmit the signals of the Subscribed Channels through its Addressable System to the Subscribers (either directly or through the Affiliated Local Cable Operators) securely in an encrypted manner during the Term (both to be done at the Licensee's sole cost and expense). The Licensee hereby specifically understands and acknowledges that the Licensee shall not have the right to upgrade the standard definition feed of the Subscribed Channels to high definition feed by using any technology (now available or which may become available in future) at the time of re-transmitting the Subscribed Channels through its Addressable Systems. The Licensee further understands and agrees that mere possession of the Equipment and/or access to the signals of the Channels/Subscribed Channels does not entitle the Licensee to receive and/or retransmit the signals of the Channels/Subscribed Channels and/or use the Equipment in any other manner whatsoever except in the manner as permitted under this Agreement. All distribution rights not specifically and expressly granted to the Licensee under this Agreement, including without limitation, time shift, multiplexing, PPV, NVOD, SVOD, VOD, TVOD, AVOD, personal computer, mobile telephony, or any technology now available or which may become available in future, are reserved exclusively by SDSPL.

**5. OBLIGATION OF THE LICENSEE:**

- (i) The Licensee shall, at its own costs and expenses, receive the Subscribed Channels from designated satellites and retransmit the Subscribed Channels to the Subscribers through its Addressable System, either directly or through the Affiliated Local Cable Operators.
- (ii) The Licensee shall offer each of the Subscribed Channels to the Subscribers on a-la-carte basis and declare the DRP per month for each of the Subscribed Channel. The Licensee shall ensure that the DRPs per month of the Subscribed Channel does not exceed the MRPs per month of the Subscribed Channel.
- (iii) Subject to compliance with Applicable Laws, the Licensee may offer bouquet of pay channels formed from pay channels of SDSPL or other broadcasters and declare the DRP of such bouquet. It is, however, clarified that the Licensee shall not break bouquet of pay channels subscribed from SDSPL while forming its Package.
- (iv) It shall be obligatory for the Licensee to place the Subscribed Channels in its Electronic Programming Guide (EPG) in such a way that the Subscribed Channels of the same genre, as declared by SDSPL, are placed together consecutively and one channel shall be placed in one place only. The Licensee shall also ensure that the channel of the same language within the genre is also place consecutively in the Electronic programming guide. The Licensee shall assign unique channel number for each of the Subscribed Channels. Subject to exceptions permissible under Applicable Laws, the Licensee shall not change the unique channel number, once assigned, for a period of one (1) year. The Licensee shall indicate the MRP of each of the Subscribed Channels in the EPG with the Indian rupee sign.
- (v) The Licensee shall raise monthly invoices on the Subscribers towards license of the channels (from amongst the Subscribed Channels) and the Licensee shall collect such invoiced monthly fees from the Subscribers.
- (vi) Irrespective of the Licensee's collection of the invoiced monthly amounts from the Subscribers, the Licensee shall pay the Monthly License Fees to SDSPL, in a timely manner.
- (vii) The Licensee shall ensure retransmission of high quality encrypted signal of the Subscribed Channels to the Subscribers.
- (viii) The Licensee shall take all necessary action to prevent unauthorized access of the Subscribed Channels through its Addressable System and shall regularly provide to SDSPL with updated piracy reports.

- (ix) The Licensee shall ensure that no Subscribed Channel shall be disadvantaged or otherwise treated less favorably by the Licensee with respect to competing channels on a genre basis.
- (x) Within thirty (30) days of the execution of this Agreement, the Licensee undertakes to fulfill all pending obligations (including but not limited to submission of any subscriber reports and payment of any amount due and payable by the Licensee to SDSPL) under any previous agreement/arrangement between SDSPL and the Licensee, failing which SDSPL reserves the right to terminate this Agreement and deactivate/disconnect the signals of the Subscribed Channels.
- (xi) The Licensee undertakes not to acquire or merge and/or make available the signals of the Channel(s) through its Distribution System to any other distributor of television channels, having outstanding arrears payable to SDSPL, without SDSPL's prior written consent. SDSPL reserves the right to withhold such consent, at its sole discretion, till such time the outstanding amounts payable by such distributor of television channels is either settled by the distributor of television channels or the Licensee.

#### 6. EQUIPMENT:

- (i) SDSPL shall, supply or cause to be supplied the Equipment to the Licensee, directly or through suppliers nominated by SDSPL. The Equipment shall at all times remain the sole and exclusive property of SUN.
- (ii) If the Licensee merges or amalgamate with another Cable Operator or ceases to operate its Addressable Systems, the Equipment supplied by SDSPL to the Licensee shall be returned forthwith to SDSPL. If the Equipment is damaged due to negligence of the Licensee, SDSPL, on behalf of SUN, shall be authorized to recover the actual repair cost from the Licensee and if the Equipment is beyond repair, the Licensee shall be liable to pay to SDSPL the cost of such Equipment as on the date it was supplied to the Licensee.
- (iii) In order to take back possession of the Equipment from the Licensee, the Licensee shall ensure that the personnel/representative of SDSPL is allowed free and unobstructed access to the premises of the Licensee where the Equipment are installed, and the Licensee shall not interfere with such procedure.

#### 7. ADDITIONAL CHARGES FOR THE EQUIPMENT:

- (i) At the time of supplying the Equipment to the Licensee, SDSPL may, as per its policy, require the Licensee to make the following payments against delivery of the Equipment:
  - (a) **Processing Fee:** SDSPL may require the Licensee to pay one-time non-refundable processing fee towards the Equipment for each Subscribed Channel.
  - (b) **Courier/Taxes:** The Licensee shall pay the courier charges, octroi, taxes and other applicable levies and transportation charges for the Equipment.
  - (c) **Refundable Security Deposit:** SDSPL may require the Licensee to pay an amount of Rs. 2,500/-, or such amount as may be determined by SUN from time to time, for each digital satellite receivers/integrated receiver decoder provided by SDSPL to the Licensee under this Agreement. Such refundable security deposit amount shall be refunded by SDSPL to the Licensee upon expiry or earlier termination of the Agreement, subject to the Licensee returning the digital satellite receivers/integrated receiver decoder in perfect working condition (reasonable wear and tear acceptable) and also subject to SDSPL setting off the refundable security deposit amount, or part thereof, with any amount receivable by SDSPL from the Licensee on such date of expiry or termination of the Agreement.
- (ii) The abovementioned charges shall be levied on a one time basis during the Term for each of the Subscribed Channels or for any new channel introduced by SDSPL and subscribed for by the Licensee. It is expressly agreed between the Parties that if within one (1) month of the request made, the Licensee does not intimate SDSPL of the receipt or non-receipt of the Equipment then it will be deemed that the Licensee has received the Equipment.

#### 8. DELIVERY AND SECURITY:

The Subscribed Channels must be delivered by the Licensee to the Subscribers in a securely encrypted manner without any alterations. The transmission specifications and infrastructure allocated by the Licensee in respect of the broadcast signal of the Subscribed Channels by the Licensee to its Subscribers shall be no worse than that of the signal of any other channel within the same genre and language on its Addressable System. SUN has the right to alter any or all of the respective Subscribed Channel(s), including the name(s) of such Subscribed Channel(s) and the programming exhibited on such Subscribed Channel(s).

#### 9. MONTHLY LICENSE FEES & PAYMENT TERMS:

- (i) The Maximum Retail Prices of the Subscribed Channels are specified in **Annexure B** and **Annexure B-1** of this Agreement. The Licensee shall be entitled to a distribution margin of 20% on the Maximum Retail Prices of the Subscribed Channels. Additionally, subject to the Licensee availing the Incentive Scheme and fulfilling terms and conditions of Table B in Annexure B-2, as applicable, the Licensee may avail discount as specified in Table A of Annexure B-2 in terms of the Interconnection Regulations. For avoidance of doubt, it is hereby clarified that the Incentive Scheme(s) is optional and the Licensee is under no obligation to opt for any of the abovementioned Incentive Scheme(s) to avail the Channel(s).
- (ii) For each month or part thereof during the Term of the Agreement, SDSPL shall raise monthly invoices on the Licensee, basis the Monthly Subscriber Reports communicating the Monthly subscription amount payable along with applicable taxes and the cumulative outstanding dues payable as on date of Invoice. The Monthly License Fees shall be SDPL's share of Maximum Retail Prices of each of the Subscribed Channels multiplied by corresponding Monthly Average Subscriber Level of each of the Subscribed Channels. Illustrations on calculation of the Monthly License Fees are provided in **Annexure B-3** of the Agreement.
- (iii) In case the Licensee fails to provide the monthly subscriber report within the period of seven (7) days from the end of the calendar month, SDSPL shall raise a provisional invoice, for an amount increased by ten (10) percent of the Monthly License Fee payable by the Licensee to SDSPL for the immediate preceding month, and the Licensee shall be under obligation to make the payment on the basis of such provisional invoice. Subject to the Licensee providing the subscription report for the relevant month, SDSPL and the Licensee shall carryout reconciliation, between the provisional invoice and the final invoice raised by SDSPL on the basis of the monthly subscription report sent by the Licensee within three (3) months from the date of issuance of such provisional invoice.
- (iv) The Licensee shall pay to SDSPL the Monthly License Fee within sixteen (16) days of the Licensee's receipt of the invoice / provisional invoice ("**Due Date**").
- (v) The Monthly License Fees shall be paid by the Licensee to SDSPL in Indian Rupees by demand draft/pay order/RTGS/NEFT/cheque drawn in favour of "**SUN Distribution Services Private Limited**", unless instructed otherwise in writing by SDSPL. No cash payments shall be made by the Licensee towards the Monthly License Fees or any other dues whatsoever. However, in the event an instrument issued by the Licensee is dishonored or not approved or returned due to any reason whatsoever, without prejudice to the rights available to SDSPL under law, the Licensee shall be liable to pay an amount of not less than Rs.500/- for each of the dishonored, disapproved or rejected Instrument.
- (vi) If payment of the Monthly License Fees is subject to deduction of any withholding tax/TDS in accordance with the provisions of the Indian Income Tax Act 1961, as amended, the Licensee shall provide tax withholding certificates to SDSPL within such period as has been specified in the Income Tax Act / Rules / Notifications / Circulars issued there under.
- (vii) The Licensee understands and acknowledges that non-receipt of dispatched invoices from SDSPL shall not relieve the Licensee from its obligation to make the payments of the Monthly License Fees within the Due Date. If the Licensee does not receive the invoice for a particular month by the 15<sup>th</sup> day of the following month, the Licensee shall promptly intimate SDSPL about the same and request for issuance of duplicate invoice. All such communication shall mandatorily be addressed/marked to the attention of Chief Financial Officer of SDSPL.
- (viii) Failure on the Licensee's part to make applicable payment within the applicable Due Date shall constitute a material breach on part of the Licensee hereunder entitling SDSPL to initiate applicable legal proceedings under Applicable Laws against the Licensee at the entire risk of the Licensee as to costs and expenses. Late payments shall also attract interest calculated from the date payment was due until the date payment is made in full at a pro rata monthly at the rate of 18% (eighteen percent) per annum. The imposition and collection of interest on late payments does not constitute a waiver of the Licensee's obligation to pay the Monthly License Fees by the Due Date, and SDSPL shall retain all of its other rights and remedies under the Agreement.
- (ix) All Monthly License Fees hereunder are exclusive of all applicable indirect taxes including all and any service taxes, GST, VAT, works contract taxes, customs duties, excise duties, entertainment taxes and other such taxes. All such taxes shall be at the Licensee's cost and will be charged at the prevailing rates by SDSPL to the Licensee.
- (x) If, pursuant to mutual agreement between SDSPL and the Licensee, debit note or credit note is to be issued by SDSPL for an already invoiced period to adjust any differential amount, such debit note or credit note shall be issued by SDSPL post calculation of such differential amount. Debit notes issued by SDSPL shall be paid by the Licensee immediately upon its receipt (receipt through e-mail specifically permitted). All other provisions under the Agreement as regards interest on late payment shall apply to such differential amounts receivable by SDSPL.

#### **10. REVISION OF RATES/MONTHLY LICENSE FEES:**

- (i) The Monthly License Fees payable by the Licensee to SDSPL shall automatically be revised, if during the Term the MRPs of the a-la-carte rates and/or bouquet rates mentioned of the Subscribed Channels as specified **Annexure B** as well as **Annexure B-1** of the Agreement ("**Tariffs**") are revised by SUN as per applicable laws and/or pursuant to the provision of the Tariff Order

and/or pursuant to any new regulations/orders stipulated by the TRAI/MIB or any other quasi-judicial or judicial authority. Such revised Tariffs shall apply from the date of such revision; and/or

- (ii) SDSPL reserves the right to revise the Monthly License Fees if during the Term there is addition/deletion in the Subscribed Channels.

#### 11. REPLACEMENT/CONVERSION OF CHANNEL:

- (i) SDSPL reserves the right at any time during the Term to remove and/or delete any television channel from the Subscribed Channels ("**Removed Channel**") and the applicability of this Agreement with respect to the Removed Channel shall stand terminated. SDSPL shall have the right to replace any Removed Channel with a replacement channel or to add any channel to the list of Channels and to grant the distribution rights to the Licensee in respect of the replacement or new channel. If any channel is removed, replaced or added to the list of Channels, the Monthly License Fees payable shall be proportionately adjusted. For avoidance of doubt it is hereby clarified that SDSPL shall use its best commercial endeavors to provide reasonable notice to the Licensee with respect to removal or replacement of the Subscribed Channels, provided however that failure to provide any such notice to the Licensee shall not be deemed a breach of SDSPL's obligations hereunder. Additionally, the Licensee hereby undertakes not to involve SDSPL and indemnify SDSPL from any claim/damage/legal proceedings that may be brought against the Licensee by any of the Subscriber on account of such Removed Channels (with or without prior notification) and/or increase, if any, in the subscription rates that the Licensee may choose to levy on the Subscriber.
- (ii) It is hereby clarified for the avoidance of doubt that amongst the Channels/Subscribed Channels, if any Free-To-Air Channel is converted as a pay channel or if any pay channel is converted into a Free-To-Air Channel, as applicable, the Monthly License Fees payable shall be proportionately adjusted.

#### 12. ANTI PIRACY:

- (i) In order to prevent theft, piracy, unauthorized retransmissions, redistribution or exhibition, copying or duplication of any Channel, in whole or in part (hereinafter collectively referred to as "**Piracy**"), the Licensee shall, prior to the commencement of the Term of the Agreement and at all times during such Term, employ, maintain, and enforce fully effective conditional access delivery and content protection and security systems, and related physical security and operational procedures (hereinafter collectively referred to as "**Security Systems**") and security specifications as are set forth in **Schedule B** of this Agreement and/or as may be specified, in a non-discriminatory manner in writing, from time to time, by SDSPL. The Licensee granting access to the Subscribed Channels to subscribers outside the Area through its Addressable System shall tantamount to the Licensee allowing unauthorized access to the Subscribed Channels. If the Licensee intends to distribute the Subscribed Channels beyond the Area, it shall provide written notice to SDSPL at least thirty (30) days in advance. The Licensee shall be permitted to distribute the Subscribed Channels beyond the Area, provided (i) such areas are within the Registered Area and the Territory, and (ii) SDSPL and the Licensee have executed an Addendum to this Agreement. Notwithstanding the foregoing, SDSPL shall be entitled to, within thirty (30) days of such notice period, deny such permission to the Licensee by providing to the Licensee reasonable written objections.
- (ii) The Licensee shall deploy finger printing mechanisms to detect any piracy, violation of copyright and unauthorized viewing of the Channels, distributed/transmitted through its Addressable System at least every 10 minutes on 24 x 7 x 365(6) basis.
- (iii) The Licensee shall be permitted to use its own watermark/logo on the screen which is visible and identifiable with the service provided by the Licensee. However, no such watermark/logo shall be used by the Licensee which conveys or indicates SDSPL's and/or SUN's brand logo in any manner whatsoever. The Licensee shall have to seek prior written approval from SDSPL with regards to the size, type, location of the watermark/logo to be used on the screen by the Licensee on the Subscribed Channels.
- (iv) The Licensee shall not authorize, cause or suffer any portion of any of the Channels to be recorded, duplicated, cablecast, exhibited or otherwise used for any purpose other than for distribution by the Licensee at the time the Channels are made available. If the Licensee becomes aware that any unauthorized third party is recording, duplicating, cable casting, exhibiting or otherwise using any or all of the Channels for any other purpose, the Licensee shall within 10 minutes of so becoming aware of such recording, duplicating, cable casting, exhibiting or otherwise using any or all of the Channels for any other purpose, notify SDSPL and the Licensee shall also switch off the concerned STB to prevent such unauthorized use. However, use of a STB with personal video recorder / digital video recorder facility which has been supplied by the Licensee shall not be treated as unauthorized use, as long as such STB is used in accordance with the terms and conditions of the subscription/license agreement between the Licensee and the Subscriber.
- (v) If so instructed by Information (as defined below) by SDSPL, the Licensee shall shut off or de-authorize the transmission to any unauthorized subscriber/ subscriber indulging in piracy, within 10 minutes from the time it receives such instruction from SDSPL. Any communication under this clause shall be considered as valid Information only if (i) the information is sent through e-mail in a format as mutually agreed by the Parties and (ii) the information is sent by a person(s) who is designated to send such information. However the "Information" may even be provided by SDSPL's representatives through other means of

communications such as telephonic message, fax, etc. and the said "Information" shall later be confirmed by SDSPL through e-mail and the Licensee shall be under obligation to act upon such information.

- (vi) SDSPL plans to actively combat piracy of the Channels in the Territory and the Licensee undertakes to work closely and provide all such assistance to SDSPL as may be reasonably required by SDSPL in that regard. The Licensee shall, at its own expense, take all necessary steps to comply with obligations set forth in **Schedule B**.

### 13. SUBSCRIBER REPORTS:

- (i) The Licensee will maintain at its own expense a SMS which should be fully integrated with the CAS.
- (ii) The Licensee shall, within seven (7) days from the end of each calendar month, provide, in the format specified in **Schedule D** of this Agreement, complete and accurate monthly subscriber report of the Subscribed Channels, to SDSPL. If the Licensee avails the Incentive Scheme, it shall, within seven (7) days from the end of each calendar month, additionally provide, in the format specified in **Schedule D-1** of this Agreement, complete and accurate State / Union Territory wise monthly subscriber report of the Subscribed Channels, to SDSPL.
- (iii) SDSPL shall be entitled to disconnect the signals of the Subscribed Channels to the Licensee's network, after giving three (3) weeks' notice to the Licensee, if the Licensee fails to provide the monthly subscriber report as per Clause 13(ii) above.
- (iv) Such reports shall specify all information required to calculate the Monthly Average Subscriber Level (including but not limited to the number of Subscribers for each of the Subscribed Channel and each Tier/Package in which the Subscribed Channel is included) and the Monthly License Fees payable to SDSPL and shall be signed and attested by an officer of the Licensee of a rank not less than Head of Department/Chief Financial Officer who shall certify that all information in the report is true and correct.
- (v) The Licensee shall also include in its Subscriber Report comprehensive details of all incidents of piracy and signal theft involving its network, the names of perpetrators involved in such incidents, and any actions, including but not limited to the filing of police reports and lawsuits, taken against such perpetrators since the prior Subscriber Report. The obligation of the Licensee to provide to SDSPL the Subscriber Reports shall survive termination of the Agreement until SDSPL receives the Subscriber Reports for each relevant month for which any Monthly License Fees is payable.

### 14. SUBSCRIBER MANAGEMENT SYSTEM:

The Licensee will maintain throughout the Term and for twenty four (24) months thereafter (or such longer period as required by law) sufficient records to enable SDSPL to verify the Monthly Subscriber Reports supplied by the Licensee, the payments due to SDSPL hereunder and the Licensee's compliance with SDSPL's anti-piracy obligations as set out in **Schedule B** of this Agreement.

### 15. AUDIT:

- (i) The Licensee shall, at its own cost, once in a calendar year, cause audit of its subscriber management system, conditional access system and other related systems by an auditor (mandatorily by TRAI empaneled auditor, if already empaneled), to verify that the monthly subscription reports made available by the Licensee to SDSPL are complete, true and correct and issue an audit report to this effect to SDSPL. The audit report to include the details of (a) procedure/process followed by the Licensee during the audit along with the month on month reconciliation statement between SMS & CAS for each of the Subscribed Channels (both a-la-carte and bouquet of pay channels), and (b) the justification for variance of the Subscribers if any. If such audit reveals that SDSPL is entitled to additional license fees of 0.5% or more in any month(s), without prejudice to Clause 15(ii) below, SDSPL shall raise revised invoice(s) for such month(s) and the Licensee shall within ten (10) days of receipt of the revised invoice pay the differential amounts between the revised invoice(s) and the earlier invoice(s) together with interest at the rate of 18% per annum.
- (ii) In case, SDSPL is not satisfied with the audit report received by the Licensee under Clause 15(i) above or, if in the opinion of SDSPL, the Addressable System being used by the Licensee does not meet requirements specified in the **Schedule A** of this Agreement, SDSPL may, after communicating the reasons in writing to the Licensee, at its own cost, cause audit the subscriber management system, conditional access system and other related systems of the Licensee by an auditor (mandatorily by TRAI empaneled auditor, if already empaneled), not more than once in a calendar year. If such audit reveals that SDSPL is entitled to additional license fees, the Operator shall raise revised invoice(s) for such month(s) and the Licensee shall within ten (10) days of receipt of the revised invoice pay the differential amounts between the revised invoice(s) and the earlier invoice(s) together with interest at the rate of 18% per annum. Further, if such audit reveals that SDSPL is entitled to additional license fees of 2% or more in any month(s), the costs of such audit shall be borne by the Licensee. Further, the Licensee shall also take necessary actions to avoid occurrence of such errors. Further, if the audit reveals that the Addressable System being used by the Licensee does not meet the requirements of **Schedule A** of this Agreement, SDSPL shall be entitled to disconnect the signals of subscribed channels to the Licensee's network, after giving three (3) weeks' notice to the Licensee. The Licensee

undertakes to offer necessary assistance to the auditor(s) so that audit can be completed in a time bound manner.

- (iii) The Licensee shall be under a legal obligation to revert within seven (7) days ("Revert Period") after a request is received for audit from SDSPL, so that the audit exercise can be undertaken at a date before end of fifteen (15) day period. If within 15 days if there is no response then SDSPL shall have the right to issue disconnection notice.
- (iv) In the event during the audit exercise if it is found that the Licensee has not informed SDSPL about any change/ replacement of his existing SMS / CAS system declared at the time of execution of the agreement or in case where the Licensee has introduced and is making use of one or more SMS / CAS systems for which it has not declared true and correct subscribers count along with the choice of channels subscribed by the subscribers then in such an event SDSPL shall at its discretion, charge for such additional subscribers attributable to such supplementary/ additional SMS / CAS systems with a penalty @ 2X times of the maximum retail price for such channels and or bouquet from the date of agreement. For example, if the undeclared number of subscribers is say 1000 and the MRP share of SDSPL for this 1000 undeclared subscribers is Rs. X, then in such a scenario the Licensee shall be liable to pay X multiplied by 2 times.
- (v) The Licensee shall provide full cooperation to the empaneled auditors appointed by SDSPL in order to carry out the audit including but not limited to granting unfettered, unqualified and unrestricted access to Licensee's facilities and systems including but not limited to SMS, CAS, IT, billing, and other systems and providing documents as may be required by the auditors. The Licensee shall have no objection to the auditors carrying or using their own equipment, systems including but not limited to laptops, software and hardware for conducting such audit and shall be provided with free ingress and egress from the premises wherein such audit is conducted. The Licensee shall not refuse, oppose, or defeat data retrieval, data storage, or data analysis by the auditor at any stage during the audit. The auditor shall own and possess all working data. Further, the auditor shall be free to decide and devise the methodology and the manner for conducting the audit. The provisions contained in this Clause shall also apply to Technical Audits as stated in Clause 14 herein below. Any breach by or on the part of the Licensee with regard to the above covenants shall be construed as material breach of this Agreement.
- (vi) An indicative scope of audit is laid down in **Annexure E** to this Agreement.
- (vii) The Licensee shall remain the sole owner and holder of all customer databases compiled by the Licensee under the Agreement.
- (viii) The Licensee will maintain at its own expense a SMS capable of, at a minimum:
  - (a) maintaining a computerized customer database capable of recording adequate details of each Subscriber, including name, address, chosen method of payment and billing;
  - (b) administering subscriptions of the Subscribers by producing and distributing contracts for new Subscribers and setting up and maintaining an infrastructure whereby Subscriber contracts are collected and recorded in the SMS database for ongoing administration;
  - (c) handling all ongoing administrative functions in relation to Subscribers, including, without limitation, billing and collection of subscription payments, credit control, sales enquiries and handling of complaints;
  - (d) administering payments of any commission fees from time to time payable to the Licensee's authorized agents for the sale to Subscribers of the Packages;
  - (e) obtaining and distributing receivers and smartcards, if applicable, to Subscribers, and issue replacement smartcards from time to time in its discretion; and
  - (f) enable new Subscribers via the SMS over-the-air addressing system and disable defaulting Subscribers from time to time in its discretion.
  - (g) The Licensee shall maintain all the relevant records including but not limited to the records pertaining to packaging, penetration, Logical Channel Numbers (LCN) of SUN Group Channels along with sequential positioning thereof within the genre and shall submit the monthly report thereof in a stipulated format to SDSPL.
- (ix) The audit rights of SDSPL under Clause 15(ii) of the Agreement shall survive for twenty four (24) months post expiry/termination of this Agreement, meaning thereby that SDSPL can exercise its rights prescribed in Clause 15(ii) of the Agreement, for verifying the correctness of the Monthly Subscriber Reports supplied by the Licensee for the Term, during any one (1) of the three (3) years commencing from the Effective Date.

#### 16. TERM & TERMINATION:

- (i) This Agreement shall be valid for the Term.

- (ii) Either Party has a right to terminate this Agreement by giving at least three (3) weeks' notice to the other Party clearly specifying the reasons for the proposed disconnection. It is clarified that the three (3) weeks shall start from the date of receiving of such notice by the other Party.
- (iii) The Licensee shall inform the Subscribers of the proposed disconnection at least fifteen (15) days prior to the date of such disconnection through scrolls on the Subscribed Channels proposed to be disconnected.
- (iv) The Parties shall execute new agreement prior to the expiry of this Agreement. If the Parties fail to execute new interconnection agreement prior to expiry of this Agreement, SDSPL shall disconnect the signals of the Subscribed Channels to the Licensee's network, and the Licensee shall, at least fifteen (15) days prior to the date of such proposed disconnection, through scrolls on the Subscribed Channels, inform the Subscribers of the date of expiry of this Agreement and the date of disconnection of the signals of the Subscribed Channels.
- (v) SDSPL's rights to terminate the Agreement shall be without prejudice to SDSPL's legal and equitable rights to any claims under the Agreement, injunctive relief(s), damages, and other remedies available under Applicable Laws.
- (vi) The Licensee hereby acknowledges that if signal of any Subscribed Channel, which was disconnected/deactivated for reason attributable to the Licensee, needs to be reconnected, the Licensee shall be liable to pay non-refundable re-activation fee of Rs. 500 per channel per re-activation, if SDSPL so elects. Further, the Licensee acknowledges that such re-activation fee does not constitute a penalty.

**17. CONSEQUENCES OF EXPIRY/TERMINATION:**

- (i) Upon expiry/termination of the Agreement:
  - (a) SDSPL shall disconnect/deactivate signals of the Subscribed Channels, and any agreement between the Parties for carriage of the Subscribed Channels on the Addressable System of the Licensee ("Allied Agreements") shall automatically terminate.
  - (b) The Licensee shall forthwith pay the outstanding amounts under the Agreement to SDSPL, failing which, without prejudice to SDSPL's rights to take appropriate legal action against the Licensee, SDSPL reserves the right to adjust such outstanding amounts from the amounts payable by SDSPL to the Licensee under the Allied Agreements.
  - (c) The Licensee shall immediately return the Equipment of the Subscribed Channels to SDSPL in good working condition failing which the Licensee shall be liable to compensation/damages, equivalent to the Monthly License Fees last paid by the Licensee, for each month of delay, on a pro-rata basis,
  - (d) Each Party shall return to the other Party all documents, Confidential Information, and other material belonging to the other Party then in its possession; and
  - (e) The Licensee shall within seven (7) days of the expiry/termination pay to SDSPL all outstanding payments and/or other sums (including but not limited to cost/charges/fees/damages/claims for rendition of accounts, if any accrued hereunder or prior to the expiration/termination of this Agreement) that may be payable to SDSPL under the Agreement as on the date of termination failing which, such outstanding amounts shall be payable together with interest at the rate of 18% (eighteen per cent) per annum computed from the period of such outstanding becoming due and payable until the date of payment of such outstaying, along with applicable interest, in full.
- (ii) Those provisions of this Agreement that are explicitly, or by their nature, are intended to survive termination or expiry of this Agreement shall survive termination or expiry of this Agreement.

**18. REPRESENTATIONS AND WARRANTIES OF SDSPL:**

- (i) SDSPL represents to the Licensee that it has the requisite powers and authority to enter into the Agreement and to fully perform its obligations hereunder.

**19. REPRESENTATIONS, WARRANTIES & UNDERTAKINGS OF THE LICENSEE**

- (i) The Licensee represents, warranties and undertakes the following to SDSPL:
  - (a) The Licensee has requisite power and authority to enter into the Agreement and to fully perform its obligations hereunder.

- (b) By executing this Agreement, the Licensee is not in breach of any of the provisions contained in any other agreement executed by the Licensee with any third party.
- (c) The Licensee has a valid and subsisting license from the applicable statutory authority which permits operation of its Addressable System and the Licensee undertakes to keep such license valid and subsisting during the Term and provide a copy of the same to SDSPL as and when called upon to do so by SDSPL.
- (d) The Licensee shall abide, implement and ensure compliance to the TRAI Regulations relating to Addressable Cable Systems, in particular the Interconnection Regulations, the Tariff Order and the QoS Regulations (as defined below).
- (e) The Licensee undertakes that the Subscribed Channels shall not be disadvantaged or otherwise treated less favorably by the Licensee in the packages offered to the Subscriber.
- (f) The Licensee has the capacity to carry the minimum requisite number of channels on its Addressable System, in terms of Applicable Laws.
- (g) The Licensee undertakes to carry all language feeds of the Subscribed Channels.
- (h) The Licensee undertakes to obtain requisite licenses from music societies and/or concerned authorities in India, if required, and shall be liable to pay any license fee and royalty in relation to such licenses.
- (i) All the Execution Requirements provided by the Licensee to SDSPL are correct.
- (j) The STBs, CAS and SMS shall comply with the Technical Specifications and the Licensee agrees that the STBs, and their installed CAS micro chip, used by the Subscribers shall prohibit use of digital outputs. In case SDSPL finds that the Addressable System being used by the Licensee does not meet the requirements specified in **Schedule A** of this Agreement, it shall inform the Licensee who shall get its Addressable System audited by M/s. Broadcast Engineering Consultants India Ltd., or any other authority as may be specified by the TRAI by direction from time to time, and obtain a certificate from such agency that its Addressable System meets the requirements specified in **Schedule A** of this Agreement.
- (k) The Licensee shall provide the applicable Subscriber Reports and pay the applicable Monthly License Fees, together with applicable taxes, in a timely manner, failing which, the Licensee shall be liable to pay applicable interest along with the due payment.
- (l) The Licensee shall not retransmit the Subscribed Channels via any medium other than its Addressable System.
- (m) The Licensee shall maintain for the Subscribed Channels first-class signal transmission quality in accordance with the highest international industry standards, subject to SDSPL delivering the signals of Subscribed Channels to the Licensee of a quality sufficient to permit the Licensee to reasonably comply with such standards. The Licensee shall maintain a service availability (a service free from viewer discernible problems including, without limitation, video with no audio, audio with no video or significant signal distortion) that meets or exceeds 99.95% reliability per month (which represents service outages incurred by Subscribers not exceeding approximately 22 minutes per month) without any interruption or deviation from the daily transmission schedule, and shall immediately notify SDSPL of any degradation to any of the Subscribed Channels' signals.
- (n) The Licensee undertakes to retransmit the signals of the Subscribed Channels in its entirety without (i) any cutting, editing, dubbing, scrolling or ticker tape, voice-over, sub titles, substituting or any other modification, alteration, addition, deletion or variation; and, (ii) replacing, modifying, deleting, imposing or superimposing of advertisements or otherwise tampering with the content of the Subscribed Channels.
- (o) The Licensee undertakes not to, either itself or through others, copy, tape or otherwise reproduce any part of the Subscribed Channels. The Licensee further undertakes that it shall not copy or tape programs for resale or deal in any copied programs and shall immediately notify SDSPL of any unauthorized copying, taping or use of any part of the Subscribed Channels and shall fully cooperate with all requests by SDSPL to take such steps as are reasonable and appropriate to cause such activities to cease. It is understood that this shall not apply to the Subscribers using STBs with PVR/DVR facilities. However, the Licensee undertakes & ensures that content stored in the DVR and/or external storage device should always be encrypted as a 'Copy Protect' feature.
- (p) The Licensee shall not push content onto the STBs, there shall not be automatic advertisement skipping function and/or the Licensee shall not create a virtual video-on-demand or other on demand service in respect of the Subscribed Channels.
- (q) The Licensee undertakes not to place the Subscribed Channels next to any pornographic or gambling channel.

- (r) The Licensee undertakes not to pledge, charge, encumber or in any way part with the possession of the Equipment without prior written permission of SDSPL. Further, the Licensee undertakes not to remove or shift or allow removing or shifting, the Equipment from the Installation Address detailed in the first page of this Agreement or allow anybody else to do the same, without prior written permission of SDSPL and shall indemnify SDSPL against any damage, destruction, theft or loss of the Equipment.
- (s) The Licensee undertakes not to modify, misuse or tamper with the Equipment including the seal (paper seal to prevent opening of the Equipment) or any signals emanating there from, in a manner that prevents the identification of the Equipment number or interferes with the signals emanating there from.
- (t) The Licensee undertakes to keep the Equipment in good and serviceable order and condition to the satisfaction of SDSPL and bear all expenses for general repairs and maintenance of the same and it shall immediately notify SDSPL in the event of any mechanical/technical fault in the Equipment.
- (u) The Licensee undertakes to pay all duties, taxes, fees and other outgoings payable in respect of the Equipment as and when the same becomes due and payable and shall indemnify SDSPL against any default or non-payments in this regard.
- (v) Upon expiry/termination of the Agreement, the Licensee undertakes to return to SDSPL the Equipment in good working condition and pay to SDSPL all outstanding payments that may be payable to SDSPL under the Agreement on the date of termination.
- (w) Upon change in the designated satellite of the Subscribed Channels, the Licensee undertakes to make all necessary arrangements to ensure continued access to the Subscribed Channels at its own expense.
- (x) The Licensee undertakes to promptly intimate SDSPL of any change in ownership or sale of the business/assets of the Licensee.
- (y) Any amount due and payable by the Operator to SDSPL under any previous agreement/arrangement between SDSPL and the Operator shall be paid by the operator to SDSPL within 30 days of the execution of this Agreement, failing which SDSPL reserves the right to terminate this Agreement and deactivate/disconnect the signals of the Subscribed Channels.
- (z) The Licensee undertakes to keep accurate and complete records and accounts of billings of the Subscribers and make such records available to SDSPL and/or its representatives for inspection/audit upon reasonable notice.
- (aa) The Licensee undertakes to provide all assistance to SDSPL for conducting survey to determinate the actual subscriber base of the Licensee. The Licensee undertakes to furnish and submit to SDSPL all information and/or documents as may be required by SDSPL from the Licensee from time to time.
- (bb) Whenever any of the Channels are launched in high definition format, the Licensee shall arrange for distribution of the high definition format signals of the applicable channels through its Addressable System, however, subject to separate commercial arrangement between the Parties.
- (cc) The Licensee undertakes to comply with the Applicable Laws.

## 20. ADVERTISING AND PROMOTIONS:

- (i) SDSPL grants to the Licensee the non-exclusive right during the Term to use the SUN Marks solely in connection with the marketing and promotion of the Subscribed Channels and in a manner that has been pre-approved by SDSPL.
- (ii) The Licensee undertakes to give:
  - (a) an equivalent amount of marketing support for the Channels as it provides to other channels of the same genre;
  - (b) similar treatment to all Channels in all advertising material whereby Channel logos and/or names appear with the logos and names of other channels in terms of size and prominence and page taking into consideration context; and
  - (c) Equal opportunity to the Channels for participation in events and promotions that the Licensee undertakes subject to commercial agreement for each event.

## 21. INTELLECTUAL PROPERTY RIGHTS:

- (i) It is expressly agreed and understood that the Licensee shall not acquire any ownership or other rights with respect to the Subscribed Channels, other than those expressly provided in this Agreement.
- (ii) All Intellectual Property related to the Subscribed Channels shall belong exclusively to SUN. The Licensee shall not acquire any proprietary or other rights in the Intellectual Property to which SDSPL assert proprietary or other rights, or which SDSPL may notify the Licensee from time to time in writing, and agrees not to use the Intellectual Property in any corporate or trade name. The Licensee may use the Intellectual Property solely for the purpose of advertising and promoting the Subscribed Channels only with the prior written consent of SDSPL. Marketing materials generated by the Licensee may refer to the Intellectual Property only if it is clear that such Intellectual Property represent trademarks or service marks for the Subscribed Channels, which are distributed by the Licensee. Such marketing materials shall require the prior written approval of SDSPL. The Licensee shall not acquire any proprietary or other rights over the SUN Marks, and agrees not to use SUN Marks without prior written consent of SDSPL. Unless notified to the contrary by SDSPL, in all trade references, advertising, promotion and for all other purposes, the Subscribed Channels shall be referred to exclusively as designated herein or as otherwise designated by SDSPL. To the extent any of such rights are deemed to accrue to the Licensee, the Licensee agrees that such rights are the exclusive property of SDSPL or SUN, as applicable. SDSPL reserves the right to inspect any such material at any time without prior notice. The Licensee shall not use any Intellectual Property as part of a corporate name or of a trade name, register or use any name or mark which is the same as, or which contains or which, in the opinion of SDSPL, resembles any of the Intellectual Property. The Licensee shall include appropriate copyright and other legal notices as SDSPL may require, and shall promptly call to the attention of SDSPL the use of any Intellectual Property, or of any names or marks that resemble any Intellectual Property by any third party in the Territory. The Licensee shall within 10 days after termination of this Agreement return to SDSPL or, at SDSPL's request, destroy all material containing, and all material used for the purpose of printing or reproducing, any Intellectual Property or any other names or marks that in the opinion of SDSPL are similar to any Intellectual Property, and shall transfer or cause to be transferred at no cost to SDSPL/SUN (or its designee) all interest in and to any graphic representation created by or for the Licensee of any Intellectual Property. To the extent permissible by law, the Licensee hereby appoints SDSPL its lawful attorney-in-fact irrevocably to carry out any legal action required to cancel any registration or application for registration obtained or made by the Licensee for the Intellectual Property pertaining to SDSPL/Service Provide and the Subscribed Channels as mentioned in this clause or to cause all of the Licensee's interest in such registrations or application to be transferred to SDSPL/SUN (or its designee), it being acknowledged that such power is a power coupled with an interest.

## **22. LIMITATION OF LIABILITY:**

- (i) Notwithstanding anything to the contrary in this Agreement, to the maximum extent allowed under the applicable law, except where a Party is indemnified against third party claims, in no event shall any Party be liable for any incidental or consequential damages, whether foreseeable or not (including those arising from negligence), occasioned by any failure to perform or the breach of any obligation under this Agreement for any cause whatsoever.
- (ii) Any and all express and implied warranties, including, but not limited to, warranties of merchantability or fitness for any purpose or use, are expressly excluded and disclaimed by the Parties, except as specifically set forth herein.

## **23. CONFIDENTIALITY:**

The Licensee shall keep in strict confidence any Confidential Information received by it from SDSPL and shall not disclose the same to any person, not being a party to this Agreement. The Licensee shall also bind its employees, officers, advisors, associates, contractors, agents and other similar persons, to whom the Confidential Information may be disclosed, to the obligations of such confidentiality. However, any disclosure of Confidential Information by the Licensee to any of its employees, officers, advisors, associates, contractors, agents and other similar persons shall be strictly on a need to know basis. Confidential Information shall, at all times, remain the exclusive property of SDSPL and the Licensee shall not acquire any rights in the Confidential Information.

## **24. FORCE MAJEURE:**

Neither Party shall be liable for any delay in performing or for failing to perform any or all of its obligations under this Agreement resulting from force majeure conditions including satellite failure, satellite jamming, occurrence of an event over which the affected Party has no control, etc., which may affect the retransmission of signals of any of the Subscribed Channels to the Licensee/Subscribers. In the event of a suspension of any obligation under this clause, which extends beyond a period of one (1) month, the Party not affected, may at its option, elect to cancel those aspects of this Agreement.

## **25. NO AGENCY:**

Neither Party shall be or hold itself as the agent of the other under the Agreement. No Subscribers shall be deemed to have any privity of contract or direct contractual or other relationship with SDSPL by virtue of this Agreement or by SDSPL's delivery of the Subscribed Channels to the Licensee. This Agreement between SDSPL and the Licensee is on principal to principal basis and is terminable in nature.

**26. NO WAIVER:**

The failure of either Party to resist, in any one or more instance, upon performance of any of the provisions of this Agreement or to enforce any such provisions or the relinquishment of any such rights, shall not make such provisions/rights obsolete and such provisions/rights shall continue and remain in full force and effect. No single or partial exercise by either Party of any right or remedy shall preclude other future exercise thereof or the exercise of any other right or remedy. Waiver by any Party of any breach of any provisions of this Agreement (or the consequences of any such breach as provided for in this Agreement) must be in writing and signed by the Parties hereto and such waiver shall not constitute or be construed as a continuing waiver or as a waiver of any other breach of any other provisions of this Agreement.

**27. ASSIGNMENT:**

- (i) Notwithstanding anything contained in the Agreement, the Licensee shall not have the right, without the prior written consent of SDSPL, to assign or transfer the Agreement or any of its rights or obligations hereunder to any third Party. Upon any breach, whether actual, potential or threatened, of this clause, the Licensee shall be deemed to be unauthorized to retransmit the signals of the Subscribed Channels, as the case may be, and in material breach of this Agreement which shall entitle SDSPL to terminate the Agreement and deactivate/disconnect the signals of the Subscribed Channels and take any other measures as may be lawfully appropriate.
- (ii) SDSPL may, at any time, assign the Agreement including, without limitation, its rights and obligations hereunder, either in whole, or in part, to any person or third party and such person or third party shall, to the extent of such assignment, be deemed to have the same rights and obligations as SDSPL vis a vis the Licensee. Such assignment by SDSPL shall be effective on and from the date as communicated in writing by SDSPL to the Licensee.

**28. INDEMNITY AND THIRD PARTY CLAIMS:**

- (i) The Parties shall forever keep and hold the other Party and such Party's subsidiaries, affiliated companies, officers, directors, employees and agents fully indemnified and harmless against all liabilities, claims, costs, damages and expenses (including, without limitation, reasonable attorney's fees) resulting due to any of the defaulting Party's acts, omissions, misstatements, and representations, warranties, undertakings or otherwise set out hereunder or any of its obligations pursuant to the Agreement.
- (ii) Except as provided under the Agreement, neither Party shall have any rights against the other Party for claims by third persons or for non-operation of facilities or non-furnishing of the Subscribed Channels, if such non-operation or non-furnishing is due to failure of equipment, satellite action or natural calamity.
- (iii) SDSPL makes no representations or warranty as to whether or not the Subscribed Channels or any of its content requires any governmental consent or approval or as to whether or not the Subscribed Channels complies with laws and regulations of any governmental and other authorities for its distribution. The Licensee shall be responsible, at its sole cost and expense, for obtaining all necessary approvals, licenses and permissions, as may be imposed or required by the government and other authorities, for the distribution of the Subscribed Channels by the Licensee and maintaining those approvals, licenses and permissions throughout the Term.
- (iv) The Licensee acknowledges and accepts that SDSPL shall not be liable in any manner to the Licensee or any third party as regards to any program content or alleged violations of any third party rights, any law or any broadcast standards and practice guidelines, program codes or censorship guidelines contained in the Applicable Laws.
- (v) This clause shall survive termination of the Agreement.

**29. SEVERABILITY:**

If any provision of this Agreement becomes invalid, illegal or unenforceable, in whole or in part, the validity of the remainder provisions of this Agreement shall not be affected thereby, and the Parties shall agree to a valid substitute provision, which corresponds in its economic effect as closely as legally possible to the invalid or unenforceable provision which it replaces.

**30. NOTICES:**

All notices given hereunder shall be given in writing, by personal delivery, Speed Post or Registered Post A.D., at the correspondence address of the Licensee and SDSPL set forth in the Agreement, unless either Party at any time or times designates another address for itself by notifying the other Party thereof by Speed Post or Registered Post A.D. only, in which case all notices to such Party shall thereafter be given at its most recent address. Notice given by Registered Post A.D. shall be deemed delivered on the third day from the date of dispatch of such Registered Post A.D. All notices to SDSPL shall be addressed in the attention of

"Legal Head", Sun Distribution Services Private Limited, Murasoli Maran Towers, 73, MRC Nagar Main Road, MRC Nagar, Chennai 600 028.

**31. GOVERNING LAW, JURISDICTION AND DISPUTE RESOLUTION:**

The rights and obligations of the Parties under the Agreement shall be governed by and construed in accordance with the laws of India. The TDSAT, to the exclusion of all other courts, shall have exclusive jurisdiction in respect of any dispute between the Parties arising out of or in connection with or as a result of this Agreement.

**32. ENTIRE UNDERSTANDING/ MODIFICATIONS:**

The Agreement along with its Schedules and Annexes contains the entire understanding between the Parties with respect to the subject matter covered herein. It supersedes all prior understandings between the Parties with respect to the subject matter hereof. Subject to any new regulations/orders stipulated by the TRAI/MIB or any order of the court/tribunal, any modification, variation, alteration and amendment of the provisions of the Agreement shall be mutually agreed in writing and executed by and on behalf of the Parties.

**IN WITNESS WHEREOF**, the Parties hereto have executed this Agreement on the day, month and year mentioned hereinabove.

<b>For Sun Distribution Services Private Limited (for and on behalf of Sun TV Network Ltd)</b>	<b>For _____ (Licensee)</b>
Signature: _____	Signature: _____
Name: _____	Name: _____
Title: Authorized Signatory	Title: Authorized Signatory

**SCHEDULE A**  
**ADDRESSABLE SYSTEM REQUIREMENTS**

A) Conditional Access System (CAS) and Subscriber Management System (SMS):

1. The Licensee shall ensure that the current version of the CAS, in use, do not have any history of hacking.  
Explanation: A written declaration available with the Licensee from the CAS vendor, in this regard, shall be construed as compliance of this requirement.
2. The SMS shall be independently capable of generating, recording, and maintaining logs, for the period of at least immediate preceding two consecutive years, corresponding to each command executed in the SMS including but not limited to activation and deactivation commands.
3. It shall not be possible to alter the data and logs recorded in the CAS and the SMS.
4. The Licensee shall validate that the CAS, in use, do not have facility to activate and deactivate a Set Top Box (STB) directly from the CAS terminal. All activation and deactivation of STBs shall be done with the commands of the SMS.
5. The SMS and the CAS should be integrated in such a manner that activation and deactivation of STB happen simultaneously in both the systems.  
  
Explanation: Necessary and sufficient methods shall be put in place so that each activation and deactivation of STBs is reflected in the reports generated from the SMS and the CAS terminals.
6. The Licensee shall validate that the CAS has the capability of upgrading STBs over-the-air (OTA), so that the connected STBs can be upgraded.
7. The fingerprinting should not get invalidated by use of any device or software.
8. The CAS and the SMS should be able to activate or deactivate services or STBs of at least 10% of the subscriber base of the Licensee within 24 hours.
9. The STB and Viewing Card (VC) shall be paired from the SMS to ensure security of the channel.
10. The CAS and SMS should be capable of individually addressing subscribers, for the purpose of generating the reports, on channel by channel and STB by STB basis.
11. The SMS should be computerized and capable of recording the vital information and data concerning the subscribers such as:
  - a. Unique customer identification (ID)
  - b. Subscription contract number
  - c. Name of the subscriber
  - d. Billing address
  - e. Installation address
  - f. Landline telephone number
  - g. Mobile telephone number
  - h. E-mail address
  - i. Channels, bouquets and services subscribed
  - j. Unique STB number
  - k. Unique VC number.
12. The SMS should be capable of:
  - a. Viewing and printing of historical data in terms of the activations and the deactivations of STBs.
  - b. Locating each and every STB and VC installed.
  - c. Generating historical data of changes in the subscriptions for each subscriber and the corresponding source of requests made by the subscriber.
13. The SMS should be capable of generating reports, at any desired time about:
  - i. The total number of registered subscribers.
  - ii. The total number of active subscribers.
  - iii. The total number of temporary suspended subscribers.
  - iv. The total number of deactivated subscribers.
  - v. List of blacklisted STBs in the system.
  - vi. Channel and bouquet wise monthly subscription report in the prescribed format.
  - vii. The names of the channels forming part of each bouquet.
  - viii. The total number of active subscribers subscribing to a particular channel or bouquet at a given time.
  - ix. The name of a-la carte channel and bouquet subscribed by a subscriber.
  - x. The ageing report for subscription of a particular channel or bouquet.

14. The CAS shall be independently capable of generating, recording, and maintaining logs, for the period of at least immediate preceding two consecutive years, corresponding to each command executed in the CAS including but not limited to activation and deactivation commands issued by the SMS.
15. The SMS shall be independently capable of generating, recording, and maintaining logs in readable format since inception with date and time stamp of log generation, for the period of at least immediate preceding two consecutive years, corresponding to each user level and command executed in the SMS including but not limited to activation and deactivation commands. All these commands should be in a format which is readable and should have required parameters/elements which can be analysed to drive channel-wise count
16. The CAS shall be able to tag and blacklist VC numbers and STB numbers that have been involved in piracy in the past to ensure that such VC or the STB cannot be re-deployed.
17. It shall be possible to generate the following reports from the logs of the CAS:
  - a. STB-VC Pairing / De-Pairing
  - b. STB Activation / De-activation
  - c. Channels Assignment to STB
  - d. Report of the activations or the deactivations of a particular channel for a given period.
18. The SMS shall be capable of generating bills for each subscriber with itemized details such as the number of channels subscribed, the network capacity fee for the channels subscribed, the rental amount for the customer premises equipment, charges for pay channel and bouquet of pay channels along with the list and retail price of corresponding pay channels and bouquet of pay channels, taxes etc.
19. The Licensee shall ensure that the CAS and SMS vendors have the technical capability in India to maintain the systems on 24x7 basis throughout the year.
20. The Licensee shall declare the details of the CAS and the SMS deployed for distribution of channels. In case of deployment of any additional CAS/ SMS, the same should be notified to SDSPL by the Licensee.
21. Upon deactivation of any subscriber from the SMS, all programme/ services shall be denied to that subscriber.
22. The Licensee shall preserve unedited data of the CAS and the SMS for at least two years, including but not limited to package wise subscribers etc.
23. The Licensee shall ensure that all data pertaining to sun channels are maintained in servers located inside India only

(B) Fingerprinting:

1. The Licensee shall ensure that it has systems, processes and controls in place to run finger printing at regular intervals.
2. The STB should support both visible and covert types of finger printing.
3. The finger printing should not be removable by pressing any key on the remote of STB.
4. The finger printing should be on the top most layer of the video.
5. The finger printing should be such that it can identify the unique STB number or the unique VC number.
6. The finger printing should appear on the screens in all scenarios, such as menu, Electronic Programme Guide (EPG), Settings, blank screen, and games etc.
7. The location, font colour and background colour of fingerprint should be changeable from head end and should be random on the viewing device.
8. The finger printing should be able to give the numbers of characters as to identify the unique STB and/or the VC.
9. The finger printing should be possible on global as well as on the individual STB basis.
10. The overt finger printing should be displayed by the Licensee without any alteration with regard to the time, location, duration and frequency.
11. Scroll messaging should be only available in the lower part of the screen.
12. The STB should have a provision that finger printing is never disabled.

13. The watermarking network logo for all pay channels shall be inserted at encoder end only.

(C) Set Top Box (STB):

All STBs should have a Conditional Access System.

1. The STB should be capable of decrypting the Conditional Access messages inserted by the Head-end.
2. The STB should be capable of doing finger printing. The STB should support both Entitlement Control Message (ECM) and Entitlement Management Message (EMM) based fingerprinting.
3. The STB should be individually addressable from the Head-end.
4. The STB should be able to receive messages from the Head-end.
5. The messaging character length should be minimal 120 characters.
6. There should be provision for global messaging, group messaging and the individual STB messaging.
7. The STB should have forced messaging capability including forced finger printing display.
8. The STB must be compliant to the applicable Bureau of Indian Standards.
9. The STBs should be addressable over the air to facilitate OTA software upgrade.
10. The STBs with facilities for recording the programs shall have a copy protection system..
11. The STB should have network lock feature and its should not work on any other network feed
12. The STBs with facilities for recording the programs shall have a copy protection system.
13. The STBs with PVR/USB recording option should have following capability:
  - a. Capability to record live Fingerprinting, forced message and watermarking logo along with content.
  - b. During playout live Finger printing & forced message should flash on screen.
  - c. Recorded content should get disabled on deactivated STB.
14. The Licensee should not give access or configure LCN/Transport stream to insert local channels in field/at LCO end

**SCHEDULE B**  
**LICENSEE'S ANTI-PIRACY OBLIGATIONS**

**1. General**

- 1.1 The Licensee shall take all necessary actions to prevent any unauthorized access to the Channels/Subscribed Channels through its Addressable System.

**2. STBs, VCs, Systems and Procedures**

- 2.1 In order to ensure that each STB is capable of being used for Fingerprinting, the Licensee shall ensure that the STBs supplied to Subscribers conform to the Bureau of Indian Standards established under the Bureau of Indian Standards Act, 1986.

- 2.2 The Licensee represents warrants and undertakes that there are adequate systems, processes and controls in place regarding the distribution of STBs and VCs so as to ensure that they are only sold by the Licensee or by its authorized dealers and such sales are only made to bona fide Subscribers and installations are made at a applicable residential address. Adequate systems, processes and controls shall include, without limitation, the Licensee:

- 2.2.1 collecting and maintaining complete up to date records of each and every Subscriber's details, and details of the location of every STB and VC including, without limitation, the particulars specified in paragraph 2.4;
- 2.2.2 requiring all Subscribers to submit a utility bill or bank statement as proof of address, including any Subscribers who have been previously de-authorized prior to re-authorization, or independently physically verify the address by a person other than the dealer/sales unit, prior to activation of any STB and VC;
- 2.2.3 investigating any multiple VC issued under one individual name or address, including visiting the premises of such individuals or addresses from time to time;
- 2.2.4 deploying verification officers on a regular basis to visit and audit the accuracy and veracity of the Subscriber databases on a regular basis;
- 2.2.5 ensuring compliance by dealers including unannounced visits to dealers' premises from time to time;
- 2.2.6 requiring that for every change of address on the system and therefore re-location of a STB, there is an independent physical verification of the new residential address; and
- 2.2.7 De-authorizing any STB or VC that is found outside the Area or in the possession of a person who is not a bona fide Subscriber.

- 2.3 The Licensee represents, warrants and undertakes that all of its STBs and VCs: (i) are sold and installed together as a pack only and installed only at the premises of Subscribers whose address has been verified in accordance with paragraph 2.2.1; and (ii) employ card-pairing technology that ensures once a VC is activated and paired to a particular STB, the Channels/Subscribed Channels cannot be viewed if such STB is removed and used with any other STB or used with a set top box of any other the Licensee.

- 2.4 The Licensee represents, warrants and undertakes that all installations of STBs and VCs are done directly by the Licensee or through its authorized dealers and that the installer for every installation physically checks and ensures before installation and activation of a STB and VC that the address where the installation is being done matches with the address as supplied by the Subscriber at the time of purchase/hire purchase/renting of the STB and which is the same as detailed in the SMS. In accordance with paragraph 2.2.1, the Licensee's SMS shall contain all of the following information items for each Subscriber prior to activation of a STB and VC for such Subscriber:

- 2.4.1 Name;
- 2.4.2 Installation address;
- 2.4.3 Billing address (if different);
- 2.4.4 Telephone number of the installation address, where applicable;
- 2.4.5 Subscriber's unique subscriber reference or subscription agreement number;
- 2.4.6 Channels/Bouquets that have been selected;
- 2.4.7 Name and unique reference number of the dealer who sold the STB to such Subscriber;
- 2.4.8 Name and unique reference number of the dealer who sold the subscription to such Subscriber (if different);
- 2.4.9 Name and unique reference number of the installer (if different from the dealer);
- 2.4.10 VC number; and
- 2.4.11 Unique STB number.

- 2.5 The Licensee agrees and undertakes that it shall not activate, or otherwise reactivate, as the case may be, those VCs, wherein the Channels/Subscribed Channels can be accessed from addresses which are:

- 2.5.1 not bona fide or do not match the addresses as supplied by the relevant Subscribers as detailed in the SMS; or
- 2.5.2 outside the Area; or
- 2.5.3 that of a cable head end or any other distributor of such Channel.

- 2.6 In order to ensure that the VC is only activated for bona fide Subscribers, the Licensee further represents, warrants and undertakes that there are adequate controls to ensure (a) a VC is not activated before installation with its paired STB; and (b) that such VC is activated at the address of the Subscriber which matches with the address as supplied by the Subscriber at the time of purchase/hire purchase/renting of the STB and which is the same as detailed in the SMS.
- 2.7 The Licensee represents, warrants and undertakes that its SMS: (a) allows viewing and printing historical data, in terms of total activation, de-activation and re-activation of all Subscribers and all other records required under paragraph 2.4; and (b) enables the location of each and every STB and VC to be recorded.

### **3. Fingerprinting**

- 3.1 The Licensee shall ensure that it has systems, processes and controls in place to run Fingerprinting at regular intervals as per the specifications provided by SDSPL and as reasonably requested from time to time.
- 3.2 The Licensee shall ensure that all STBs should support both visible and covert types Fingerprinting and should be compatible for running Fingerprinting whether operated by the Licensee or by SDSPL.
- 3.3 The Licensee shall ensure that it shall be able to operate the Fingerprinting across all Subscribers based on pre-set parameters and such Fingerprinting should, apart from the foregoing, be possible and available on global, group and regional bases at all times. On screen display should support a minimum number of characters that preserve uniqueness to that VC and STB and any amendment of those characters will be on a pre-determined, consistent basis.
- 3.4 The Licensee shall ensure that the following processes shall be deployed to keep a check on piracy and misuse of the signals of the Channels:
- 3.4.1 The Channels' Fingerprinting should pass through without masking or tampering with respect to time, location, duration and frequency;
- 3.4.2 Fingerprinting to be provided by the Licensee on the Channels, as per the scheme provided by SDSPL; SDSPL shall have a right to give the time, location, duration of Fingerprinting at a reasonably short notice (i.e. at least 30 minutes prior notice or more).

### **4. Conditional Access and other systems**

- 4.1 The Licensee shall ensure that the Subscribed Channels are broadcast in an encrypted form and in a form capable of Fingerprinting.
- 4.2 The Licensee represents and warrants that: (a) both the CAS and SMS shall be of a reputed organization and are currently being used by other pay television services that have, in aggregate, at least 1 million subscribers in the global pay television market; (b) none of the current versions of the CAS have been hacked; (c) to the best of its knowledge, there are no devices or software available anywhere in the world that is capable of hacking or invalidating the Fingerprinting technology; and (d) both its CAS and SMS shall be integrated and any activation/de-activation shall be processed simultaneously through both systems.
- 4.3 The Licensee agrees that it shall, at its sole cost, be responsible for ensuring the Subscribed Channels are distributed via a digital, encrypted format signal receivable only by its bona fide Subscribers.
- 4.4 All activations and deactivations shall be performed only through SMS and not CAS

### **5. Piracy, piracy reports and prevention**

- 5.1 Each Party shall immediately notify the other Party if it ascertains or becomes aware that:
- 5.1.1 Any VC or STB is being located, supplied or sold outside the Area/Territory,
- 5.1.2 Any of the Channels are being viewed via a VC or STB by a third party that is not a Subscriber,
- 5.1.3 A VC is being used for viewing the Channels anywhere other than the registered address of a Subscriber, or
- 5.1.4 A VC and/or STB is being used by a cable operator or other distributor to distribute any of the Channels (each, a "Piracy Event").
- 5.2 If SDSPL or the Licensee becomes aware of a Piracy Event then the Licensee shall take all necessary steps to prevent or to stop such unauthorized or illegal use of the Channels or signals thereof.

- 5.2.1 In the event SDSPL decides to take legal or other action against any infringing party committing or causing any Piracy Event, the Licensee shall provide all reasonable assistance to SDSPL to prevent or combat such Piracy Event.
- 5.2.2 If the Licensee wishes at its cost to take legal or other action of any kind against any party alleged to be infringing a right of SDSPL, where SDSPL shall be one of the parties to such action, it shall notify SDSPL in writing and seek SDSPL's prior written consent. Where SDSPL consents to the Licensee taking legal or other action on behalf of SDSPL, the Licensee shall keep SDSPL fully informed of the progress of such action. The Licensee shall not settle, attempt to settle or otherwise compromise the rights of SDSPL or its affiliates without the prior written consent of SDSPL.
- 5.3 The Licensee agrees to change or upgrade its CAS and/or SMS in the event the CAS is shown to be hacked.
- 5.4 The Licensee shall investigate and report to SDSPL any detected incidents of copying, transmitting, exhibiting or other illegal use of the Channels/Subscribed Channels via a STB and/or VC, or any illegal or unauthorized distribution or use of the Equipment that enable access to the Channels/Subscribed Channels.

**SCHEDULE C**  
**APPLICATION FORM FOR REQUEST OF SIGNALS OF TELEVISION CHANNELS**

1. Name of the Licensee:
2. The names of Owners/Directors/Partners of the Licensee:
3. Registered Office address:
4. Address for communication:
5. Name of the contact person/ Authorized Representative:
6. Telephone:
7. Email address:
8. Copy of certificate of registration/ permission/ license (Attach a Copy):
9. Details of Head-end, Conditional Access Systems (CAS) and Subscriber Management Systems (SMS) deployed by the Licensee:
10. Details of the areas, corresponding States/ UTs and details of the Head-end from which the signals of television channels shall be distributed in such areas:
11. Area wise present subscriber base of the Licensee:
12. List of channels and bouquets for which signals of television channels are requested:
13. GST registration number:
14. Entertainment Tax Number:
15. PAN No. (Attach a copy):
16. Are the CAS/ SMS in compliance with the regulations: YES / NO
17. Copy of the report of the Auditor in compliance of the Schedule III of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable System) Regulations 2017, if available:

\_\_\_\_\_  
(Signature)  
Date: \_\_\_\_\_  
Place: \_\_\_\_\_

**DECLARATION**

I \_\_\_\_\_ s/o/d/o \_\_\_\_\_, \_\_\_\_\_ (Owner / Proprietor / Partner / Director / Authorized Signatory), of \_\_\_\_\_ (name of the Licensee), do hereby declare that the details provided above are true and correct. I state that the addressable systems installed for distribution of television channels meet the technical and other requirements specified in the Schedule III of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable System) Regulations 2017. The configuration and the version of the addressable system have not been changed after issuance of the report by the Auditor.

\_\_\_\_\_  
(Signature)  
Date: \_\_\_\_\_  
Place: \_\_\_\_\_

**SCHEDULE D**  
**STATE / UNION TERRITORY WISE SUBSCRIPTION REPORTS**

Reported Month: \_\_\_\_\_ State / Union Territory Name : \_\_\_\_\_ Year: \_\_\_\_\_

A.1 Monthly subscription of a channel or bouquet shall be arrived at, by averaging the number of subscribers subscribing that channel or bouquet, as the case may be, recorded four times in a month, as provided in Table 1, Table 2, Table 3 and Table 4, respectively. The number of subscribers shall be recorded at any point of time between 19:00 hrs to 23:00 hrs of the day.

1. If the Licensee subscribes any of the Channel(s) on an a-la-carte basis and offers the same to the Subscribers on a-la-carte basis (Table 1)
2. If the Licensee subscribes any of the Channel(s) on an a-la-carte basis and offers the same to the Subscribers as part of a Package (Table 2)
3. If the Licensee subscribes any of the Bouquet(s) and offers the same to the Subscribers as a standalone Package (Table 3)
4. If the Licensee subscribes any of the Bouquet(s) and offers the same to the Subscribers as part of a Package (Table 4)

Table 1

Sl.	Name of the channel	Area/City/Town	Number of subscribers of the channel on 7 th day of the month	Number of subscribers of the channel on 14th day of the month	Number of subscribers of the channel on 21st day of the month	Number of subscribers of the channel on 28th day of the month	Monthly Average Subscriber Level
(1)	(2)	(3)	(4)	(5)	(6)	(7)	$(8)=[(4)+(5)+(6)+(7)]/4$

Table 2

Sl.	Name of the channel	Area/City/Town	Number of subscribers of the Package on 7 th day of the month	Number of subscribers of the Package on 14th day of the month	Number of subscribers of the Package on 21st day of the month	Number of subscribers of the Package on 28th day of the month	Monthly Average Subscriber Level
(1)	(2)	(3)	(4)	(5)	(6)	(7)	$(8)=[(4)+(5)+(6)+(7)]/4$

Table 3

Sl.	Name of the bouquet of pay channels	Area/City/Town	Name of constituent channels of bouquet of the broadcaster	Number of subscribers of the Package on 7 th day of the month	Number of subscribers of the Package on 14th day of the month	Number of subscribers of the Package on 21st day of the month	Number of subscribers of the Package on 28th day of the month	Monthly Average Subscriber Level
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	$(9)=[(5)+(6)+(7)+(8)]/4$
1.								
2.								

Table 4

Sl. No	Name of the bouquet of pay channels	Area/City/Town	Name of constituent channels of bouquet of the broadcaster	Name of Package	Name of constituent channels of Package	Number of subscribers of the Package on 7th day of the month	Number of subscribers of the Package on 14th day of the month	Number of subscribers of the Package on 21st day of the month	Number of subscribers of the Package on 28th day of the month	Monthly Average Subscriber Level
(1)	(2)	(3)	(4)			(5)	(6)	(7)	(8)	(9)=[(5)+(6)+(7)+(8)]/4
1.										
2.										

**SCHEDULE D-1  
INCENTIVE SUBSCRIPTION REPORTS**

Reported Month: \_\_\_\_\_

Area Name : \_\_\_\_\_

Year: \_\_\_\_\_

**TABLE 1**

Sl. No.	Name of A-la-Carte Channel	Name of Bouquet in which such A-la-carte Channel is present	LCN Number	LCN Rank	Primary Market	DPO Package Name	Average Subscribers of the Channel in the Primary Market		Active Subscribers of Licensee in the Primary Market
							A-la-carte	Bouquet	
1									
2									

Note:

- Each set top box, located at a place indicated by the subscriber for receiving the subscribed broadcasting services from the Licensee, shall constitute one subscriber.
- In case, the Subscribed Channel is forming part of more than one bouquet, then each of the bouquet name along with the average subscription for such channel/bouquet to be mentioned in the LCN qualification report.
- The reports shall be generated in non-editable PDF format, with read only permissions.
- The Active subscriber base of the Licensee for the primary market for availing the LCN incentive for the month will be provided along with the monthly subscription reports, duly certified.

**ANNEXURE A  
THE CHANNELS AND GENRES**

<b>Channel</b>	<b>Genre</b>
Sun TV	General Entertainment (Tamil)
KTV	General Entertainment (Tamil)
Adithya TV	General Entertainment (Tamil)
Sun Music	Music (Tamil)
Chutti TV	Kids (Tamil)
Sun News	News & Current Affairs (Tamil)
Sun Life	General Entertainment (Tamil)
Gemini TV	General Entertainment (Telugu)
Gemini Movies	General Entertainment (Telugu)
Gemini Comedy	General Entertainment (Telugu)
Gemini Music	Music (Telugu)
Kushi TV	Kids (Telugu)
Gemini Life	General Entertainment (Telugu)
Udaya TV	General Entertainment (Kannada)
Udaya Movies	General Entertainment (Kannada)
Udaya Comedy	General Entertainment (Kannada)
Udaya Music	Music (Kannada)
Chintu TV	Kids (Kannada)
Surya TV	General Entertainment (Malayalam)
Surya Movies	General Entertainment (Malayalam)
Kochu TV	Kids (Malayalam)
Surya Music	Music (Malayalam)
Surya Comedy	General Entertainment (Malayalam)
Gemini TV HD	General Entertainment (Telugu)
Gemini Movies HD	General Entertainment (Telugu)
Gemini Music HD	Music (Telugu)
Sun TV HD	General Entertainment (Tamil)
KTV HD	General Entertainment (Tamil)
Sun Music HD	Music (Tamil)
Udaya HD	General Entertainment (Kannada)
Surya HD	General Entertainment (Malayalam)
Sun Bangla (Free to Air)	General Entertainment (Bangla)
Sun Marathi (Free to Air)	General Entertainment (Marathi)
Sun Bangla HD (Free to Air)	General Entertainment (Bangla)
Sun Marathi HD (Free to Air)	General Entertainment (Marathi)

## ANNEXURE B

## MAXIMUM RETAIL PRICE OF A-LA-CARTE CHANNELS PER SUBSCRIBER PER MONTH

## STANDARD DEFINITION -A-LA-CARTE PRICE OF SUN CHANNELS (SD)

S.No	Channel Name	Genre	Language	MRP(INR) per subscriber per channel on A-la-Carte basis per month (excluding applicable taxes)	Channel Availed (Yes/No)
1	Sun TV	General Entertainment	Tamil	19.00	
2	KTV	General Entertainment	Tamil	19.00	
3	Adithya TV	General Entertainment	Tamil	9.00	
4	Sun Music	Music	Tamil	6.00	
5	Chutti TV	Kids	Tamil	6.00	
6	Sun News	News & Current Affairs	Tamil	1.00	
7	Sun Life	General Entertainment	Tamil	9.00	
8	Gemini TV	General Entertainment	Telugu	19.00	
9	Gemini Movies	General Entertainment	Telugu	17.00	
10	Gemini Comedy	General Entertainment	Telugu	5.00	
11	Gemini Music	Music	Telugu	4.00	
12	Kushi TV	Kids	Telugu	4.00	
13	Gemini Life	General Entertainment	Telugu	5.00	
14	Udaya TV	General Entertainment	Kannada	19.00	
15	Udaya Movies	General Entertainment	Kannada	19.00	
16	Udaya Comedy	General Entertainment	Kannada	6.00	
17	Udaya Music	Music	Kannada	5.00	
18	Chintu TV	Kids	Kannada	5.00	
19	Surya TV	General Entertainment	Malayalam	12.00	
20	Surya Movies	General Entertainment	Malayalam	11.00	
21	Kochu TV	Kids	Malayalam	5.00	
22	Surya Music	Music	Malayalam	4.00	
23	Surya Comedy	General Entertainment	Malayalam	4.00	
<b>Free to Air Channel</b>					
24	Sun Bangla	General Entertainment	Bangla	NA	
25	Sun Marathi	General Entertainment	Marathi	NA	

**HIGH DEFINITION -A-LA-CARTE PRICE OF SUN CHANNELS (HD)**

S.No.	Channels	Genre	Language	Ala Carte MRP (Customer)	Channel Aailed (Yes/No)
1	Sun TV HD	General Entertainment	Tamil	19.00	
2	KTV HD	General Entertainment	Tamil	19.00	
3	Sun Music HD	Music	Tamil	19.00	
4	Gemini TV HD	General Entertainment	Telugu	19.00	
5	Gemini Movies HD	General Entertainment	Telugu	19.00	
6	Gemini Music HD	Music	Telugu	19.00	
7	Udaya HD	General Entertainment	Kannada	19.00	
8	Surya HD	General Entertainment	Malayalam	19.00	
<b>Free to Air Channel</b>					
9	Sun Bangla HD	General Entertainment	Bangla	NA	
10	Sun Marathi HD	General Entertainment	Marathi	NA	

\*Distribution fee is 20% of MRP of subscribed channel/bouquet

\*SDSPL reserves the right to revise the MRPs and/or nature of the a-la-carte channels, subject to compliance with the Applicable Laws.

\*SDSPL reserves the right to offer promotion schemes on the maximum retail price of a-la-carte pay channels from time to time at its own discretion. The frequency of such promotional scheme shall not exceed twice in a calendar year and the period of such promotional scheme shall not exceed ninety (90) days at a time.

**ANNEXURE B-1**  
**BOUQUETS OF STANDARD DEFINITION CHANNELS and HD CHANNELS**

**SD Bouquet 1 - Tamil Basic**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV	General Entertainment	Tamil	19.00	<b>45.00</b>	12.39		Tamilnadu, Puducherry & Andaman
2	KTV	General Entertainment	Tamil	19.00		12.39		
3	Adithya TV	General Entertainment	Tamil	9.00		5.87		
4	Sun Music	Music	Tamil	6.00		3.91		
5	Chutti TV	Kids	Tamil	6.00		3.91		
6	Sun News	News & Current Affairs	Tamil	1.00		0.65		
7	Sun Life	General Entertainment	Tamil	9.00		5.87		

**SD Bouquet 2 - Telugu Basic**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Gemini TV	General Entertainment	Telugu	19.00	<b>35.00</b>	12.32		Andhra Pradesh and Telangana
2	Gemini Movies	General Entertainment	Telugu	17.00		11.02		
3	Gemini Comedy	General Entertainment	Telugu	5.00		3.24		
4	Gemini Music	Music	Telugu	4.00		2.59		
5	Kushi TV	Kids	Telugu	4.00		2.59		
6	Gemini Life	General Entertainment	Telugu	5.00		3.24		

**SD Bouquet 3 - Kannada Basic**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Udaya TV	General Entertainment	Kannada	19.00	<b>35.00</b>	12.32		Karnataka
2	Udaya Movies	General Entertainment	Kannada	19.00		12.32		
3	Udaya Comedy	General Entertainment	Kannada	6.00		3.89		
4	Udaya Music	Music	Kannada	5.00		3.24		
5	Chintu TV	Kids	Kannada	5.00		3.24		

**SD Bouquet 4 - Malayalam Basic**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Surya TV	General Entertainment	Malayalam	12.00	<b>20.00</b>	6.67		Kerala and Lakshwadeep
2	Surya Movies	General Entertainment	Malayalam	11.00		6.11		
3	Kochu TV	Kids	Malayalam	5.00		2.78		
4	Surya Music	Music	Malayalam	4.00		2.22		
5	Surya Comedy	General Entertainment	Malayalam	4.00		2.22		

**SD Bouquet 5 - Tamil Telugu**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV	General Entertainment	Tamil	19.00	68.00	10.50		Tamilnadu, Puducherry, Andaman, Andhra Pradesh and Telangana
2	KTV	General Entertainment	Tamil	19.00		10.50		
3	Adithya TV	General Entertainment	Tamil	9.00		4.98		
4	Sun Music	Music	Tamil	6.00		3.32		
5	Chutti TV	Kids	Tamil	6.00		3.32		
6	Sun News	News & Current Affairs	Tamil	1.00		0.55		
7	Sun Life	General Entertainment	Tamil	9.00		4.98		
8	Gemini TV	General Entertainment	Telugu	19.00		10.50		
9	Gemini Movies	General Entertainment	Telugu	17.00		9.40		
10	Gemini Comedy	General Entertainment	Telugu	5.00		2.76		
11	Gemini Music	Music	Telugu	4.00		2.21		
12	Kushi TV	Kids	Telugu	4.00		2.21		
13	Gemini Life	General Entertainment	Telugu	5.00		2.76		

**SD Bouquet 6 - Tamil Kannada**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV	General Entertainment	Tamil	19.00	68.00	10.50		Tamilnadu, Puducherry, Andaman and Karnataka
2	KTV	General Entertainment	Tamil	19.00		10.50		
3	Adithya TV	General Entertainment	Tamil	9.00		4.98		
4	Sun Music	Music	Tamil	6.00		3.32		
5	Chutti TV	Kids	Tamil	6.00		3.32		
6	Sun News	News & Current Affairs	Tamil	1.00		0.55		
7	Sun Life	General Entertainment	Tamil	9.00		4.98		
8	Udaya TV	General Entertainment	Kannada	19.00		10.50		
9	Udaya Movies	General Entertainment	Kannada	19.00		10.50		
10	Udaya Comedy	General Entertainment	Kannada	6.00		3.32		
11	Udaya Music	Music	Kannada	5.00		2.76		
12	Chintu TV	Kids	Kannada	5.00		2.76		

**SD Bouquet 7- Tamil Malayalam**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV	General Entertainment	Tamil	19.00	58.00	10.50		Tamilnadu, Puducherry, Andaman, Kerala and Lakshwadeep
2	KTV	General Entertainment	Tamil	19.00		10.50		
3	Adithya TV	General Entertainment	Tamil	9.00		4.97		
4	Sun Music	Music	Tamil	6.00		3.31		
5	Chutti TV	Kids	Tamil	6.00		3.31		
6	Sun News	News & Current Affairs	Tamil	1.00		0.55		
7	Sun Life	General Entertainment	Tamil	9.00		4.97		
8	Surya TV	General Entertainment	Malayalam	12.00		6.63		
9	Surya Movies	General Entertainment	Malayalam	11.00		6.08		
10	Kochu TV	Kids	Malayalam	5.00		2.76		
11	Surya Music	Music	Malayalam	4.00		2.21		
12	Surya Comedy	General Entertainment	Malayalam	4.00		2.21		

### SD Bouquet 8 - Telugu Kannada

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Gemini TV	General Entertainment	Telugu	19.00	60.00	10.56		Andhra Pradesh, Telangana and Karnataka
2	Gemini Movies	General Entertainment	Telugu	17.00		9.44		
3	Gemini Comedy	General Entertainment	Telugu	5.00		2.78		
4	Gemini Music	Music	Telugu	4.00		2.22		
5	Kushi TV	Kids	Telugu	4.00		2.22		
6	Gemini Life	General Entertainment	Telugu	5.00		2.78		
7	Udaya TV	General Entertainment	Kannada	19.00		10.56		
8	Udaya Movies	General Entertainment	Kannada	19.00		10.56		
9	Udaya Comedy	General Entertainment	Kannada	6.00		3.33		
10	Udaya Music	Music	Kannada	5.00		2.78		
11	Chintu TV	Kids	Kannada	5.00		2.78		

### SD Bouquet 9 - Telugu Malayalam

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Gemini TV	General Entertainment	Telugu	19.00	50.00	10.56		Andhra Pradesh, Telangana, Kerala and Lakshwadeep
2	Gemini Movies	General Entertainment	Telugu	17.00		9.44		
3	Gemini Comedy	General Entertainment	Telugu	5.00		2.78		
4	Gemini Music	Music	Telugu	4.00		2.22		
5	Kushi TV	Kids	Telugu	4.00		2.22		
6	Gemini Life	General Entertainment	Telugu	5.00		2.78		
7	Surya TV	General Entertainment	Malayalam	12.00		6.67		
8	Surya Movies	General Entertainment	Malayalam	11.00		6.11		
9	Kochu TV	Kids	Malayalam	5.00		2.78		
10	Surya Music	Music	Malayalam	4.00		2.22		
11	Surya Comedy	General Entertainment	Malayalam	4.00		2.22		

### SD Bouquet 10 - Kannada Malayalam

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Udaya TV	General Entertainment	Kannada	19.00	50.00	10.56		Karnataka, Kerala and Lakshwadeep
2	Udaya Movies	General Entertainment	Kannada	19.00		10.56		
3	Udaya Comedy	General Entertainment	Kannada	6.00		3.33		
4	Udaya Music	Music	Kannada	5.00		2.78		
5	Chintu TV	Kids	Kannada	5.00		2.78		
6	Surya TV	General Entertainment	Malayalam	12.00		6.67		
7	Surya Movies	General Entertainment	Malayalam	11.00		6.11		
8	Kochu TV	Kids	Malayalam	5.00		2.78		
9	Surya Music	Music	Malayalam	4.00		2.22		
10	Surya Comedy	General Entertainment	Malayalam	4.00		2.22		

**SD Bouquet 11 - SUN ULTIMATE PACK**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV	General Entertainment	Tamil	19.00	118.00	10.53		Tamilnadu, Puducherry, Andaman, Kerala, Lakshwadeep, Andhra Pradesh, Telangana and Karnataka
2	KTV	General Entertainment	Tamil	19.00		10.53		
3	Adithya TV	General Entertainment	Tamil	9.00		4.99		
4	Sun Music	Music	Tamil	6.00		3.32		
5	Chutti TV	Kids	Tamil	6.00		3.32		
6	Sun News	News & Current Affairs	Tamil	1.00		0.55		
7	Sun Life	General Entertainment	Tamil	9.00		4.99		
8	Gemini TV	General Entertainment	Telugu	19.00		10.53		
9	Gemini Movies	General Entertainment	Telugu	17.00		9.42		
10	Gemini Comedy	General Entertainment	Telugu	5.00		2.77		
11	Gemini Music	Music	Telugu	4.00		2.22		
12	Kushi TV	Kids	Telugu	4.00		2.22		
13	Gemini Life	General Entertainment	Telugu	5.00		2.77		
14	Udaya TV	General Entertainment	Kannada	19.00		10.53		
15	Udaya Movies	General Entertainment	Kannada	19.00		10.53		
16	Udaya Comedy	General Entertainment	Kannada	6.00		3.32		
17	Udaya Music	Music	Kannada	5.00		2.77		
18	Chintu TV	Kids	Kannada	5.00		2.77		
19	Surya TV	General Entertainment	Malayalam	12.00		6.65		
20	Surya Movies	General Entertainment	Malayalam	11.00		6.09		
21	Kochu TV	Kids	Malayalam	5.00		2.77		
22	Surya Music	Music	Malayalam	4.00		2.22		
23	Surya Comedy	General Entertainment	Malayalam	4.00		2.22		

### HD Bouquet 1 - Tamil Basic

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV HD	General Entertainment	Tamil	19.00	70.00	16.22		Tamilnadu, Puducherry & Andaman
2	KTV HD	General Entertainment	Tamil	19.00		16.22		
3	Adithya TV	General Entertainment	Tamil	9.00		7.68		
4	Sun Music HD	Music	Tamil	19.00		16.22		
5	Chutti TV	Kids	Tamil	6.00		5.12		
6	Sun News	News & Current Affairs	Tamil	1.00		0.85		
7	Sun Life	General Entertainment	Tamil	9.00		7.68		

### HD Bouquet 2 - Telugu Basic

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Gemini TV HD	General Entertainment	Telugu	19.00	60.00	16.06		Andhra Pradesh and Telangana
2	Gemini Movies HD	General Entertainment	Telugu	19.00		16.06		
3	Gemini Comedy	General Entertainment	Telugu	5.00		4.23		
4	Gemini Music HD	Music	Telugu	19.00		16.06		
5	Kushi TV	Kids	Telugu	4.00		3.38		
6	Gemini Life	General Entertainment	Telugu	5.00		4.23		

### HD Bouquet 3 - Kannada Basic

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Udaya HD	General Entertainment	Kannada	19.00	50.00	17.59		Karnataka
2	Udaya Movies	General Entertainment	Kannada	19.00		17.59		
3	Chintu TV	Kids	Kannada	5.00		4.63		
4	Udaya Music	Music	Kannada	5.00		4.63		
5	Udaya Comedy	General Entertainment	Kannada	6.00		5.56		

### HD Bouquet 4 - Malayalam Basic

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Surya HD	General Entertainment	Malayalam	19.00	30.00	13.26		Kerala and Lakshwadeep
2	Surya Movies	General Entertainment	Malayalam	11.00		7.67		
3	Kochu TV	Kids	Malayalam	5.00		3.49		
4	Surya Music	Music	Malayalam	4.00		2.79		
5	Surya Comedy	General Entertainment	Malayalam	4.00		2.79		

**HD Bouquet 5 - Tamil Telugu**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV HD	General Entertainment	Tamil	19.00	90.00	11.18		Tamilnadu, Puducherry, Andaman, Andhra Pradesh and Telangana
2	KTV HD	General Entertainment	Tamil	19.00		11.18		
3	Adithya TV	General Entertainment	Tamil	9.00		5.29		
4	Sun Music HD	Music	Tamil	19.00		11.18		
5	Chutti TV	Kids	Tamil	6.00		3.53		
6	Sun News	News & Current Affairs	Tamil	1.00		0.59		
7	Sun Life	General Entertainment	Tamil	9.00		5.29		
8	Gemini TV HD	General Entertainment	Telugu	19.00		11.18		
9	Gemini Movies HD	General Entertainment	Telugu	19.00		11.18		
10	Gemini Comedy	General Entertainment	Telugu	5.00		2.94		
11	Gemini Music HD	Music	Telugu	19.00		11.18		
12	Kushi TV	Kids	Telugu	4.00		2.35		
13	Gemini Life	General Entertainment	Telugu	5.00		2.94		

**HD Bouquet 6 - Tamil Kannada**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV HD	General Entertainment	Tamil	19.00	80.00	11.18		Tamilnadu, Puducherry, Andaman and Karnataka
2	KTV HD	General Entertainment	Tamil	19.00		11.18		
3	Adithya TV	General Entertainment	Tamil	9.00		5.29		
4	Sun Music HD	Music	Tamil	19.00		11.18		
5	Chutti TV	Kids	Tamil	6.00		3.53		
6	Sun News	News & Current Affairs	Tamil	1.00		0.59		
7	Sun Life	General Entertainment	Tamil	9.00		5.29		
8	Udaya HD	General Entertainment	Kannada	19.00		11.18		
9	Udaya Movies	General Entertainment	Kannada	19.00		11.18		
10	Udaya Comedy	General Entertainment	Kannada	6.00		3.53		
11	Udaya Music	Music	Kannada	5.00		2.94		
12	Chintu TV	Kids	Kannada	5.00		2.94		

**HD Bouquet 7- Tamil Malayalam**

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV HD	General Entertainment	Tamil	19.00	80.00	12.16		Tamilnadu, Puducherry, Andaman, Kerala and Lakshwadeep
2	KTV HD	General Entertainment	Tamil	19.00		12.16		
3	Adithya TV	General Entertainment	Tamil	9.00		5.76		
4	Sun Music HD	Music	Tamil	19.00		12.16		
5	Chutti TV	Kids	Tamil	6.00		3.84		
6	Sun News	News & Current Affairs	Tamil	1.00		0.64		
7	Sun Life	General Entertainment	Tamil	9.00		5.76		
8	Surya HD	General Entertainment	Malayalam	19.00		12.16		
9	Surya Movies	General Entertainment	Malayalam	11.00		7.04		
10	Kochu TV	Kids	Malayalam	5.00		3.20		
11	Surya Music	Music	Malayalam	4.00		2.56		
12	Surya Comedy	General Entertainment	Malayalam	4.00		2.56		

### HD Bouquet 8- Telugu Kannada

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Gemini TV HD	General Entertainment	Telugu	19.00	80.00	12.16		Andhra Pradesh, Telangana and Karnataka
2	Gemini Movies HD	General Entertainment	Telugu	19.00		12.16		
3	Gemini Comedy	General Entertainment	Telugu	5.00		3.20		
4	Gemini Music HD	Music	Telugu	19.00		12.16		
5	Kushi TV	Kids	Telugu	4.00		2.56		
6	Gemini Life	General Entertainment	Telugu	5.00		3.20		
7	Udaya HD	General Entertainment	Kannada	19.00		12.16		
8	Udaya Movies	General Entertainment	Kannada	19.00		12.16		
9	Udaya Comedy	General Entertainment	Kannada	6.00		3.84		
10	Udaya Music	Music	Kannada	5.00		3.20		
11	Chintu TV	Kids	Kannada	5.00		3.20		

### HD Bouquet 9 - Telugu Malayalam

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Gemini TV HD	General Entertainment	Telugu	19.00	70.00	11.67		Andhra Pradesh, Telangana, Kerala and Lakshwadeep
2	Gemini Movies HD	General Entertainment	Telugu	19.00		11.67		
3	Gemini Comedy	General Entertainment	Telugu	5.00		3.07		
4	Gemini Music HD	Music	Telugu	19.00		11.67		
5	Kushi TV	Kids	Telugu	4.00		2.46		
6	Gemini Life	General Entertainment	Telugu	5.00		3.07		
7	Surya HD	General Entertainment	Malayalam	19.00		11.67		
8	Surya Movies	General Entertainment	Malayalam	11.00		6.75		
9	Kochu TV	Kids	Malayalam	5.00		3.07		
10	Surya Music	Music	Malayalam	4.00		2.46		
11	Surya Comedy	General Entertainment	Malayalam	4.00		2.46		

### HD Bouquet 10 - Kannada Malayalam

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Udaya HD	General Entertainment	Kannada	19.00	65.00	12.73		Karnataka, Kerala and Lakshwadeep
2	Udaya Movies	General Entertainment	Kannada	19.00		12.73		
3	Udaya Comedy	General Entertainment	Kannada	6.00		4.02		
4	Udaya Music	Music	Kannada	5.00		3.35		
5	Chintu TV	Kids	Kannada	5.00		3.35		
6	Surya HD	General Entertainment	Malayalam	19.00		12.73		
7	Surya Movies	General Entertainment	Malayalam	11.00		7.37		
8	Kochu TV	Kids	Malayalam	5.00		3.35		
9	Surya Music	Music	Malayalam	4.00		2.68		
10	Surya Comedy	General Entertainment	Malayalam	4.00		2.68		

### HD Bouquet 11 - SUN ULTIMATE PACK

S.No.	Channel	Genre	Language	A La Carte	Bouquet Price	Effective price of Channel for Incentive Computation	Bouquet Availed (Yes/No)	Primary Market for LCN Incentive
1	Sun TV HD	General Entertainment	Tamil	19.00	140.00	10.64		Tamilnadu, Puducherry, Andaman, Kerala, Lakshwadeep, Andhra Pradesh, Telangana and Karnataka
2	KTV HD	General Entertainment	Tamil	19.00		10.64		
3	Adithya TV	General Entertainment	Tamil	9.00		5.04		
4	Sun Music HD	Music	Tamil	19.00		10.64		
5	Chutti TV	Kids	Tamil	6.00		3.36		
6	Sun News	News & Current Affairs	Tamil	1.00		0.56		
7	Sun Life	General Entertainment	Tamil	9.00		5.04		
8	Gemini TV HD	General Entertainment	Telugu	19.00		10.64		
9	Gemini Movies HD	General Entertainment	Telugu	19.00		10.64		
10	Gemini Comedy	General Entertainment	Telugu	5.00		2.80		
11	Gemini Music HD	Music	Telugu	19.00		10.64		
12	Kushi TV	Kids	Telugu	4.00		2.24		
13	Gemini Life	General Entertainment	Telugu	5.00		2.80		
14	Udaya HD	General Entertainment	Kannada	19.00		10.64		
15	Udaya Movies	General Entertainment	Kannada	19.00		10.64		
16	Udaya Comedy	General Entertainment	Kannada	6.00		3.36		
17	Udaya Music	Music	Kannada	5.00		2.80		
18	Chintu TV	Kids	Kannada	5.00		2.80		
19	Surya HD	General Entertainment	Malayalam	19.00		10.64		
20	Surya Movies	General Entertainment	Malayalam	11.00		6.16		
21	Kochu TV	Kids	Malayalam	5.00		2.80		
22	Surya Music	Music	Malayalam	4.00		2.24		
23	Surya Comedy	General Entertainment	Malayalam	4.00		2.24		

\*Distribution fee is 20% of MRP of subscribed channel/bouquet

\*SDSPL reserves the right to revise the MRPs of bouquet of pay channels, subject to compliance with the Applicable Laws.

\*SDSPL reserves the right to offer promotion schemes on the bouquet of pay channels from time to time at its own discretion. The frequency of such promotional scheme shall not exceed twice in a calendar year and the period of such promotional scheme shall not exceed ninety (90) days at a time. The prices of the a-la-carte pay channel(s) offered under such promotional scheme shall be considered as maximum retail price(s) during the period of such promotional scheme.

**ANNEXURE B-2**

**INCENTIVE SCHEME**

If the Licensee subscribes to any of our Bouquet(s) and/or A-la-carte Channels and offers the same to the Subscribers on standalone basis or as part of any Licensee Tier(s)/Package (s), the Licensee shall be entitled to discount of 15 % as per Table A below, subject to fulfilling the terms set out below:

- (a) If the channels are placed in the LCN slabs as per Table B below ; and
- (b) If the aggregation of the Monthly Average Subscribers of the Licensee, consisting of a-la-carte channels and Bouquets comprising of such a-la-carte channels, reaches **80%** of its active subscribers in the respective Primary Market.

SDSPL reserves the right to amend, modify, alter, change, substitute, withdraw, add any of the terms and conditions of any of the Incentive Schemes at its sole discretion. In addition, SDSPL at sole discretion may amend the Incentive Scheme(s) in the event, during the Term, (i) SUN launches a New Channel, or (ii) in case of a Removed Channel, or (iii) in case of a Converted Channel. For the avoidance of doubt, it is clarified that a reference to a New Channel in this Annexure and/ or the Agreement includes any additional channels (whether by way of a new launch, acquisition of any existing channel or otherwise), distributed by SDSPL and/ or its current or future subsidiaries, and in such an event SDSPL shall have the right to withdraw and/ or modify this Annexure and/ or the Incentives set out herein in its sole discretion.

**Table A**  
**LCN Incentive Discount Percentage**

Incentive Percentage
15%

**TABLE B**  
**Genre and Logical Channel Number (LCN)**

Sl.No	Channel Name	Genre	Competing Channels of Other Broadcasters	LCN Ranking
1	Sun TV	General Entertainment (Tamil)	KTV, Adithya TV, Sun Life, Vijay TV, Vijay Super, Zee Tamil, Colors Tamil, Raj TV, Kalaignar TV, Jaya TV, Polimer TV and similar channels	1 to 2
2	K TV	General Entertainment (Tamil)	Sun TV, Adithya TV, Sun Life, Vijay TV, Vijay Super, Zee Tamil, Colors Tamil, Raj TV, Kalaignar TV, Jaya TV, Polimer TV and similar channels	1 to 4
3	Adithya TV	General Entertainment (Tamil)	Sun TV, KTV, Sun Life, Vijay TV, Vijay Super, Zee Tamil, Colors Tamil, Raj TV, Kalaignar TV, Jaya TV, Polimer TV and similar channels	1 to 7
4	Sun Life	General Entertainment (Tamil)	Sun TV, KTV, Adithya TV, Vijay TV, Vijay Super, Zee Tamil, Colors Tamil, Raj TV, Kalaignar TV, Jaya TV, Polimer TV and similar channels	1 to 6
5	Sun Music	Music (Tamil)	Isaiyaruvi, Jaya Max, Sahana, Mega Musiq, Raj Musix and similar channels	1 to 2
6	Chutti TV	Kids (Tamil)	Pogo, Cartoon Network, Nick, Disney XD, Disney, Discovery Kids, Hungama, Sony YAY, Kalaignar Chitiram, Baby TV, Disney Jr, Nick Jr and Nick Sonic and similar channels	1 to 7
7	Sun News	News & Current Affairs (Tamil)	Kalaignar Seithigal, Polimer News, Puthiyathalaimurai, Thanthi TV, News 7 Tamil, Jaya Plus, Cauvery News, Raj News and News 18 Tamilnadu and similar channels	1 to 5
8	Sun TV HD	General Entertainment (Tamil)	KTV HD, Vijay TV HD, Zee Tamil HD, Colors Tamil HD and Jaya TV HD and similar channels	1 to 2
9	K TV HD	General Entertainment (Tamil)	Sun TV HD, Vijay TV HD, Zee Tamil HD, Colors Tamil HD and Jaya TV HD and similar channels	1 to 3
10	Sun Music HD	Music (Tamil)	Sahana HD and similar channels	1 to 2
11	Gemini TV	General Entertainment (Telugu)	Gemini Movies, Gemini Comedy, Gemini Life, ETV Telugu, ETV Plus, Maa Gold, Maa TV and similar channels	1 to 3
12	Gemini Movies	General Entertainment (Telugu)	Gemini TV, Gemini Comedy, Gemini Life, ETV Telugu, ETV Plus, Maa Gold, Maa TV and similar channels	1 to 6
13	Gemini Comedy	General Entertainment (Telugu)	Gemini TV, Gemini Movies, Gemini Life, ETV Telugu, ETV Plus, Maa Gold, Maa TV and similar channels	1 to 10
14	Gemini Music	Music (Telugu)	Maa Music, Raj Music and similar channels	1 to 3
15	Kushi TV	Kids (Telugu)	Cartoon Network, Pogo, Nickolodeon, Disney, Disney Jr, Discovery Kids, Baby TV and similar channels	1 to 9
16	Gemini Life	General Entertainment (Telugu)	Gemini TV, Gemini Movies, Gemini Comedy, ETV Telugu, ETV Plus, Maa Gold, Maa TV and similar channels	1 to 9
17	Gemini TV HD	General Entertainment (Telugu)	Gemini Movies HD, ETV HD, Zee Telugu HD, Maa TV HD and Similar Channels	1 to 3
18	Gemini Movies HD	General Entertainment (Telugu)	Gemini TV HD, Maa Movies HD, Zee Cinemalu HD and similar channels.	1 to 5
19	Gemini Music HD	Music (Telugu)		1 to 2
20	Udaya TV	General Entertainment (Kannada)	Udaya Movies, Udaya Comedy, Colors Kannada, Colors Super, Star Survarna, Kasturi TV, Zee Kannada, DD Chandana and similar channels	1 to 3
21	Udaya Movies	General Entertainment (Kannada)	Udaya TV, Udaya Comedy, Colors Kannada, Colors Super, Star Survarna, Kasturi TV, Zee Kannada, DD Chandana and similar channels	1 to 6
22	Udaya Comedy	General Entertainment (Kannada)	Udaya TV, Udaya Movies, Colors Kannada, Colors Super, Star Survarna, Kasturi TV, Zee Kannada, DD Chandana and similar channels	1 to 7
23	Udaya Music	Music (Kannada)	Raj Music, Public Music and similar channels	1 to 2
Sl.No	Channel Name	Genre	Competing Channels of Other Broadcasters	LCN Ranking

24	Chintu TV	Kids (Kannada)	Nick, Cartoon, Pogo, Discovery Kids, Disney, Disney XD, Hungama, Nick Junior, Disney Junior, Sonic and similar channels	1 to 10
25	Udaya HD	General Entertainment (Kannada)	Suvarna HD, Colors Kannada HD and similar channels	1 to 3
26	Surya TV	General Entertainment (Malayalam)	Surya Movies, Surya Comedy, Asianet, Asianet Plus, Flowers, Mazhavil Manorama, Kairali, Amrita, Jeevan, Jaihind, Janam and similar channels	1 to 3
27	Surya Movies	General Entertainment (Malayalam)	Surya TV, Surya Comedy, Asianet, Asianet Plus, Flowers, Mazhavil Manorama, Kairali, Amrita, Jeevan, Jaihind, Janam and similar channels	1 to 5
28	Kochu TV	Kids (Malayalam)	Sony Yay, Nick, Cartoon, Pogo, Discovery Kids, Disney, Disney XD, Hungama, Nick Junior, Disney Junior, Sonic and similar channels	1 to 8
29	Surya Music	Music (Malayalam)	Kappa and similar channels	1 to 2
30	Surya Comedy	General Entertainment (Malayalam)	Surya TV, Surya Movies, Asianet, Asianet Plus, Flowers, Mazhavil Manorama, Kairali, Amrita, Jeevan, Jaihind, Janam and similar channels	1 to 7
31	Surya HD	General Entertainment (Malayalam)	Mazhavil HD, Asianet HD and similar channels	1 to 3

If the Licensee intends to avail Incentive, please tick  against the box: YES

By ticking against the LCN Incentive opted by the Licensee, the Licensee represents and agrees that:

1. The Licensee has gone through the Incentive Scheme offered by SDSPL in its entirety and is desirous of availing the Incentive Scheme under this Agreement
2. The Licensee shall become eligible for the opted Incentive Scheme by complying with the respective Incentive Scheme qualifying parameters as set out in Annexure – B2 of this agreement and by providing Qualifying Reports in the formats set out in Table I in Schedule D-I duly signed by the authorized signatory
3. The Qualifying Report should specifically capture the Logical Channel Number (LCN) allotted to each of the Subscribed Channel and its ranking in the relevant primary market. The report should also be enclosed with a snap shot of the LCN allotted for each subscribed channel in the primary market.
4. The Qualifying Report should contain the active subscribers in the primary market.
5. On such compliance, the Licensee shall submit the Incentive Subscription Reports to SDSPL for calculation of the applicable Incentive. Basis the calculations provided by SDSPL to the Licensee and subject to eligibility, SDSPL shall intimate (e-mails permitted) the Licensee of the entitled incentive value ("Eligible Incentive Value") within 7 days from the receipt of Qualifying Report. On receipt of the same, the Licensee shall raise duly signed invoices in accordance with GST Laws towards the Eligible Incentive Value on SDSPL within 7 days from date of receipt of said intimation from SDSPL. The Licensee's invoice towards such Eligible Incentive Value shall refer to the GSTIN of SDSPL included in the SDSPL'S invoice towards Subscription Fee.
6. The Eligible Incentive Value payable by SDSPL in respect of Incentive shall be exclusive of GST, cess, charges, levies, duties, or similar taxes, as applicable.
7. In due compliance of its obligations, the Licensee shall remit the GST so charged (if any) from SDSPL, subject to a valid invoice / debit note, to the appropriate government authority and file GST returns as prescribed, within the statutory timelines, mentioning all appropriate and relevant information on the GSTN platform, which enables SDSPL to claim timely credit (i.e., in its GST return for the month in which the invoice / debit note is raised on SDSPL) of GST in the appropriate GST registration. In the event the credit of GST is not granted or denied to SDSPL under its appropriate GST registration under applicable laws for non-payment of taxes charged to SDSPL or on account of any non-compliance (including but not limited to non-filing of information, non-filing of returns, non-payment of appropriate GST to appropriate government)/incorrect submission of information on the GSTN platform), then the Licensee shall rectify the said non-compliances/errors to ensure that SDSPL gets the credit in the subsequent month. In the event, the non-compliance/ error is not rectified by the Licensee as above, then SDSPL shall have the right to set off such shortfall against the subsequent payments of the Eligible Incentive Value to the Licensee or recover the amount of GST charged to it along with the interest, penalty and/or any other cost from the Licensee. If the Licensee is blacklisted or its compliance rating falls below the prescribed limit, tax charged by the Licensee in the invoice would be paid by the SDSPL only after the credit is reflected on GSTN platform.
8. Eligible Incentive Value to be paid by SDSPL shall be subject to deductions as prescribed under any applicable law including but not limited to GST and Income Tax Act, 1961.
9. Upon receipt of invoice for every calendar month from the Licensee, the payment will be processed and paid or adjusted against outstanding subscription dues, if any, with due communication to Licensee.
10. All invoices, credit notes and debit notes issued by the Licensee must set out the various taxes that are charged including but not limited to the GST and must be issued in accordance with the applicable laws and should be sent to SDSPL within [7(seven)] days of issuance. If any invoice or debit note does not set out the taxes that are payable with respect to such invoice or debit note, then SDSPL will not be required to pay any such taxes and such taxes will be borne by the Licensee.
11. The Licensee's compliance of the terms of this Annexure B2 shall be in addition to Licensee's compliance of the rest of the terms of this Agreement.
12. The Licensee shall not be entitled for any Incentive(s) in the event-
  - 1) The Licensee fails to comply with any of the terms and conditions of the agreement; and/or
  - 2) The Licensee fails to meet any of the Incentive qualifying parameters; and/or
  - 3) The Licensee fails to submit the Qualifying Reports in the prescribed format in Schedule D-1 on or before the deadline specified in Note 3 of Schedule D-1 and/or
  - 4) There is a discrepancy between the Subscriber Reports and Qualifying Report submitted by the Licensee.

With reference to availing Incentive under this Annexure B-2 by the Licensee, SDSPL shall have the right to audit the Addressable Systems, CAS, SMS and other related systems of the Licensee by Empaneled Auditor to verify the Licensee's compliance of its obligations, declarations, representations and warranties under this Annexure B2 including but not limited to the accuracy and validity of the monthly Qualifying Reports submitted by the Licensee to SDSPL for availing Incentive hereunder. If during the Audit it is revealed that the Licensee has misrepresented any information contained in the Qualifying Report or any item having a bearing on the computation of the opted Incentive and/or the Monthly Subscription Fee payable by the Licensee, without prejudice to SDSPL's rights under this Agreement and applicable Laws, SDSPL shall be entitled to revoke the Incentive availed by the Licensee and/or if SDSPL has already paid the Eligible Incentive Value, then the Licensee shall be liable to issue a credit note in accordance with applicable GST Laws to SDSPL of the Eligible Incentive Value already paid by SDSPL.

**ANNEXURE B-3**  
**CALCULATION OF MONTHLY LICENSE FEES\***  
**(ILLUSTRATIONS)**

1. If the Licensee subscribes Sun TV on an a-la-carte basis and offers the same to the Subscribers on a-la-carte basis

MRP of Sun TV	: Rs. 19.00
Less Distribution Margin @20% of MRP	: Rs. 3.80
SDSPL's share of MRP	: Rs. 15.20
Assuming Monthly Average Subscriber Level	: 10,000
Monthly License Fee	: Rs. 1,52,000/-

2. If the Licensee subscribes SUN TV on an a-la-carte basis and offers the same to the Subscribers as part of Licensee's Tiers(s)/Package(s)

MRP of Sun TV	: Rs. 19.00
Less Distribution Margin @20% of MRP	: Rs. 3.80
SDSPL's share of MRP	: Rs. 15.20
Assuming Monthly Average Subscriber Level of the Package	: 10,000
Monthly License Fee	: Rs. 1,52,000/-

3. If the Licensee subscribes SD Bouquet -1 Tamil Basic and offers the same to the Subscribers as standalone Tier/Package

MRP of SD Bouquet -1 Tamil Basic	: Rs. 45.00
Less Distribution Margin 20% of MRP	: Rs. 9.00
SDSPL's share of MRP	: Rs. 36.00
Assuming Monthly Average Subscriber Level of the Package	: 10,000
Monthly License Fee	: Rs. 3,60,000/-

4. If the Licensee subscribes SD Bouquet -1 Tamil Basic and offers the same to the Subscribers as part of Licensee's Tiers(s)/Package(s)

MRP of SD Bouquet -1 Tamil Basic	: Rs. 45.00
Less Distribution Margin @20% of MRP	: Rs. 9.00
SDSPL's share of MRP	: Rs. 36.00
Assuming Monthly Average Subscriber Level of the Package	: 10,000
Monthly License Fee	: Rs. 3,60,000/-

**ANNEXURE B-4  
LCN INCENTIVE CALCULATION  
(ILLUSTRATION)**

Let us assume that the distributor has met the requirement of LCN as specified in Annexure B-2, Table B .Then :-

A) In case the actual subscription percentage of a channel in primary target market reaches say 35% on a-la-carte basis and say 45% in bouquet on his total active subscriber base, then the distributor becomes eligible to get the LCN Incentive discount percentage as specified in Table – A in Annexure B-2, as the actual combined subscription percentage of that channel would be 80%.

In such case, the discount to be offered as an incentive for the combined subscription attained will be calculated in proportion to the channel's revenue on a-la-carte basis as well as in a bouquet, i.e. on the maximum retail price and the 'effective price' of the channel as specified in Annexure B-1, respectively. The final amount of incentive for the Channel will be arrived at as below:

Sum of Proportionate Revenue of the Channel on a-la-carte basis and as part of bouquet = Maximum retail price x Monthly Average Subscription on a-la-carte basis + Effective Price of channel in bouquet x Monthly Average Subscription of the bouquet

Amount of Discount on Channel = Sum of Proportionate Revenue of Channel on a-la-carte and bouquets X 15% Discount

B) If the channel is offered on a-la-carte basis and also as a part of two bouquets, and its actual subscription percentage is 15% in a-la-carte, 20% as part of Bouquet A and 45% as part of Bouquet B. In such case, the discount to be offered as an incentive for the combined subscription attained will be calculated in proportion to the channel's revenue on a-la-carte as well as in each of the bouquets

Sum of Proportionate Revenue of the Channel on a-la-carte basis and as part of bouquets = Maximum retail price x Monthly Average Subscription on a-la-carte basis + Effective Price in Bouquet A x Monthly Average Subscription of Bouquet A + Effective Price in Bouquet B x Monthly Average Subscription of Bouquet B

Amount of Discount of the Channel = Sum of Proportionate Revenue of the Channel on a-la-carte basis and as part of bouquets x 15 % Discount.



**ANNEXURE D  
EXECUTION REQUIREMENTS**

**1. If the Licensee is an individual or a sole proprietor:**

- (i) Photograph of the proprietor of the Applicant firm.
- (ii) Proof of residence – Passport / Voter's ID Card/ration card/Electricity bill /Income Tax Returns.
- (iii) Self attested copy of Passport / Voters ID / PAN Card / driving license for signature verification.
- (iv) Copy each of DAS License, GST Registration, TAN No., and Entertainment Tax Registration Number.
- (v) Declaration Form from the Licensee's CAS vendor as per enclosed format^ (refer Annexure D-1).
- (vi) Declaration Form from the Licensee's SMS vendor as per enclosed format\* (refer Annexure D-2)
- (vii) Copy of CAS &SMS integration certificate specifying the date of integration.

**2. If the Licensee is a partnership firm:**

- (i) Certified true copy of the registered Partnership Deed.
- (ii) Separate powers of attorney signed by all partners authorizing the signatory to sign this Agreement and any amendment thereto and all related documents on behalf of the Firm.
- (iii) Photograph of the signatory.
- (iv) Copy of Passport / Voters ID / PAN Card / Driving license for signature verification attested by the authorized signatory.
- (v) Copy of DAS License, GST Registration, TAN No., Entertainment Tax Registration Number.
- (vi) Declaration Form from the Licensee's CAS vendor as per enclosed format^ (refer Annexure D-1).
- (vii) Declaration Form from the Licensee's SMS vendor as per enclosed format\* (refer Annexure D-2)
- (viii) Copy of CAS &SMS integration certificate specifying the date of integration.

**3. If the Licensee is a company:**

- (i) The Certificate of Incorporation – certified by the Company Secretary /Director.
- (ii) Memorandum and Articles of Association of the company.
- (iii) Board resolution certified by the Company Secretary/Director authorizing the signatory to sign the Agreement and any amendment and all related documents on behalf of the Company.
- (iv) Copy of Passport / Voters ID / PAN Card / Driving license for signature verification attested by the authorized signatory.
- (v) Photograph of the signatory.
- (vi) Copy each of DAS License, GST Registration, TAN No., and Entertainment Tax Registration Number.
- (vii) Declaration Form from the Licensee's CAS vendor as per enclosed format^ (refer Annexure D-1).
- (viii) Declaration Form from the Licensee's SMS vendor as per enclosed format\* (refer Annexure D-2)
- (ix) Copy of CAS &SMS integration certificate specifying the date of integration.

**4. If the Licensee is a Hindu Undivided Family "HUF"**

- (i) The photograph of the Karta.
- (ii) The Proof of Residence - Voters Identity Card or Passports of Karta or Electricity bill / Income Tax returns.
- (iii) The names of all coparceners and his/her relation with the Karta.
- (iv) Relevant documents, including any Partition Deed, Family Settlement Deed etc.
- (v) Copy of Passport / Voters ID / PAN Card / Driving License for signature verification attested by the Karta.
- (vi) Copy each of DAS License, GST Registration, TAN No., Entertainment Tax Registration Number.
- (vii) Declaration Form from the Licensee's CAS vendor as per enclosed format^ (refer Annexure D-1).
- (viii) Declaration Form from the Licensee's SMS vendor as per enclosed format\* (refer Annexure D-2)
- (ix) Copy of CAS &SMS integration certificate specifying the date of integration.

**5. If the Licensee falls into the "Other" category**

- (i) Copy each of DAS License, GST Registration, TAN No., and Entertainment Tax Registration Number.
- (ii) Such documents as may be required by SDSPL.
- (iii) Declaration Form from the Licensee's CAS vendor as per enclosed format^ (refer Annexure D-1).
- (iv) Declaration Form from the Licensee's SMS vendor as per enclosed format\* (refer Annexure D-2)
- (v) Copy of CAS &SMS integration certificate specifying the date of integration.

^Separate declaration forms for each CAS installed at the headend in case of multiple CAS being used

\*Separate declaration forms for each SMS installed at the headend in case of multiple SMS being used

**ANNEXURE D-1  
CAS VENDOR DECLARATION FORM**

**[On the letterhead of CAS Vendor]**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that M/s \_\_\_\_\_, having its office at \_\_\_\_\_ and having its DAS headend at \_\_\_\_\_ has installed Conditional Access System (CAS) from our company for its digital cable network, a snapshot of which is provided below.:

Date of CAS Installation:  
CAS ID:

CAS Version:  
NETWORK ID:

We hereby confirm that the above mentioned CAS installed at above mentioned headend meets the addressable system requirements specified in **Schedule III** of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 dated March 3, 2017 (as amended) including but not limited to the following:

1. The current version of CAS does not have any history of hacking.
2. We have the capability of upgrading of CAS in case of a known incidence of hacking.
3. The CAS is currently in use by other pay television services that have an aggregate of at least 1 million subscribers in the global pay TV market.
4. The CAS has the capacity to handle at least 1 million subscribers in the system.
5. This CAS is independently capable of generating log of all activations and deactivations.
6. We are able to provide monthly log of activations and deactivations on a particular channel or on a particular package / bouquet.
7. We have the technical capability in India to maintain this CAS system on 24x7 basis through the year.
8. This CAS has the provision to tag and blacklist VC numbers and STB numbers that have been involved in piracy in the past to ensure that the VC or the STB cannot be redeployed.
9. The CAS is capable of individually addressing subscribers on a channel by channel and STB by STB basis.
10. This CAS is capable of giving the reporting, at any desired time, amongst others, about the history of the data (including logs of all activations and deactivations) for the period of last 2 years for every channel and bouquet.

Please find enclosed sample log of all activations & deactivations of a particular channel generated from this CAS system.

Thanking you,

For (CAS company name)

(Signature)

Name:

Designation: (not less than a level of COO or CEO or CTO)

Encl: As above

Company seal:

**ANNEXURE D-2  
SMS VENDOR DECLARATION FORM**

[On the letterhead of SMS Vendor]

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that M/s \_\_\_\_\_, having its office at \_\_\_\_\_ and DAS headend at \_\_\_\_\_ has installed SMS from our Company for its digital cable network, a snapshot of which is provided below:

Date of SMS Installation: \_\_\_\_\_

SMS Version: \_\_\_\_\_

We hereby confirm that the above mentioned SMS installed at above mentioned headend meets the addressable system requirements specified in **Schedule III** of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 dated March 3, 2017 (as amended) including but not limited to the following:

1. The SMS is currently in use by other pay television services that have an aggregate of at least 1 million subscribers in the global pay TV market.
2. The SMS has the capacity to handle at least 1 million subscribers in the system.
3. We have the technical capability in India to be able to maintain their system on 24x7 basis through the year.
4. This SMS is independently capable of generating log of all activations and deactivations.
5. We are able to provide monthly log of activations and deactivations on a particular channel or on a particular package / bouquet.
6. This SMS has the provision to tag and blacklist VC numbers and STB numbers that have been involved in piracy in the past to ensure that the VC or the STB cannot be redeployed.
7. The SMS is capable of individually addressing subscribers, on a channel by channel and STB by STB basis.
8. This SMS is capable of giving the reporting, at any desired time, amongst others, about the history of the data (including logs of all activations and deactivations) for the period of last 2 years for every channel and bouquet

Please find enclosed sample log of all activations & deactivations of a particular channel generated from this SMS system.

Thanking you,  
For (SMS company name)

(Signature)

Name: \_\_\_\_\_

Designation: \_\_\_\_\_ (not less than a level of COO or CEO or CTO)

Encl: As above

Company seal:

**ANNEXURE E**  
**SCOPE OF THE AUDIT**

**I. Processes and systems walk through:**

Understand and Verify the Customer Life Cycle Management process by performing a walkthrough of the following processes and their underlying systems in the integrated CAS and SMS system:

- Customer acquisition Form
- Updation of CAS in SMS system
- Integration of SMS system with CAS system
- Activation and De-activation of the channels/packages to the customer in authentication, billing and SMS system
- Bouquet / Subscriber Package change request process
- Package creation
- Mapping channels to Packages
- Mapping service id of channels
- Verification of logs generated for simulation cases in SMS and CAS system
- Customer Retention process, if any
- Deactivation and churn process
- Cycle of report's generation for submitting subscribers details
- Network configuration overview

**II. Head End Audit:**

Licensee shall provide Complete Accurate Schematic Diagram of their Head End, Earth Stations, Systems and Processes for Audit and Auditing Purpose. Licensee to submit & confirm:-

- The no. of MUX's (Multiplexer Units) installed with active TS (Transport Stream) outputs.
- This should include physical audit of head end, earth station and analysis of TS stream from the Mux.
- All TS from MUX should be encrypted for the territory.
- Licensee to ensure that his Network Watermark logo is inserted on all Pay Channels at encoder end only.
- All Pay Channels IRDs to be provided to Licensee's by Company should have SDI/Composite/ SDI output only.
- Company should not give IRDs with ASI/IP output or CAM Module.

**III. CAS Audit:**

Licensee will make available accurately as under:

- All requirements as per **Schedule A** of this Agreement
- CA system certificate to be provided by Licensee.
- CAS should be able to generate log of all activities i.e. activation/deactivation/FP/OSD.
- Licensee to declare by undertaking the no of encryptions CAS/SMS he is using at the head end and in future if he is integrating any additional CAS/SMS same should be notified to the Company by means of a fresh undertaking.
- Reconcile of CAS database / Subscriber Package-wise) with SMS database.
- Review and certify that all activation is done only from SMS and no activation / deactivation from direct CAS system,
- Review and reconcile de-active subscriber / STB between CAS and SMS system
- Licensee should provide CAS vendor certified copies of active/deactivate channel wise/product wise report & Bouquet/Subscriber Package/ product report during audit period.
- CA system should have the capability of providing history of all actions taken for last 2 years.
- Complete CAS logs to be provided for the period under review.

Review and understand query used for live extraction of data from CAS for the period under audit.

**IV. SMS Audit:**

- SMS and CAS should be fully integrated.
- All product authorization must be from SMS only.
- All requirements as per **Schedule A** of this Agreement
- Reconcile SMS data with CAS data.
- Complete SMS logs to be provided for the period under review.

Review and understand query used for live extraction of data from SMS for the period under audit.

**1. Parameters to be validated but not limited only to, during the audit**

- a. Review Complete Network Diagram
- b. Undertaking from Licensees for all SMS and CAS installed at Head end – issue of Multiple CAS / SMS
- c. Check the number of MUX's installed with active TS outputs. Also check whether all TS from MUX are encrypted.

- d. Review whether Live diagram / fiber details of network are captured in SMS system
- e. Review the controls deployed to ensure integrity and reliability of the reports such as logs, access controls, time stamp etc.
- f. Review the subscribers activation/ de-activation history in the SMS system
- g. Validate if the SMS is integrated with CAS.
- h. Validate if independent logs/report can be generated for active and de-active VCs with the product/channels active in both SMS & CAS.
- i. Validate if all the STBs are individually addressable from the System and are paired with the viewing cards.
- j. Review the Electronic Programming Guide to check LCN and genre of all Channels
- k. Review the various packages programmed in the Systems with respect to the subscriber reports submitted to the Company/ Aggregators.
- l. Review of the following reports is supported by SMS and CAS:
  1. Total no of Subscribers – active & de-active separately
  2. De-active subscribers with ageing
  3. Channel wise Subscribers - total
  4. Channel wise Subscribers – split by Bouquet / Subscriber Package
  5. Revenue by Bouquet, Subscriber Package or A-la-carte Channel
  6. Subscriber/Revenue Reports by State/City
  7. No of Bouquets / Subscriber Package offered
  8. List of Channels / rates of each Bouquet / Subscriber Package
  9. Rate Card Options offered / Attached with active Subscribers
  10. Historical data reports
  11. Free / demo Subscribers details
  12. Exception cases – active only in SMS or CAS

Review and understand the process followed by the Licensee to compute and arrive at the monthly average subscriber numbers reported to SDSPL.

**V. STB Audit:** As per **Schedule A** of this Agreement

**VI. Distribution Network Audit:** The Licensee should provide below information in detail:

- Fiber network and PIT information on Geo Map.
- Service area to be defined.

**VII. Anti-Piracy Measure:** As per **Schedule B** of this Agreement

**VIII. Subscriber Audit**

1. Provide system generated Channel-wise and Bouquet / Subscriber package –wise report of channels for the platform in non-editable format. Understand the declaration report generation process by performing a walkthrough of processes and underlying systems (to understand completeness and accuracy of subscriber report generation process). Generation of reports for subscriber declaration for Channels or Bouquets / Subscriber Package. Any reconciliations / checks /adjustments carried out before sending the declarations
2. Analyze declaration reports.
3. Reconciling the declaration figures with base data from various systems (SMS / Provisioning / Billing and Authentication systems)
4. Analyze the computation of average subscribers
5. Ascertain the average subscribers for a specific period by generating a report for the given period in the presence of the representative/auditors.
6. Analysis of the following - :
  - a) Input and change controls of customer data into SMS
  - b) SMS user access controls – authentication, authorization and logging
  - c) Analyze system logs to identify any significant changes or trail of changes made
  - d) Security controls over key databases and systems including not limiting to SMS, Provisioning, authentication and billing systems
  - e) Review the system logic for the reports which are inputs to Broadcaster declarations
  - f) Channel allocation/fixation to a particular LCN and Mapping of subscriber id across the CRM and SMS billing system if the same is different across the systems.  
Activation and deactivation request logs, opening and closing numbers of the active subscribers for a specific period (report to be taken in front of the auditors/ rep).
  - g) Confirmation of the numbers on the middle of the month on a random chosen dates
  - h) Report to be extracted in front of the auditors/ representatives of both parties
  - i) Live Demo of the queries being put in to the system to generate different reports.
  - j) List of CAS and SMS used by Licensee.

**IX.** In case of multiple CAS being used by Licensee, to understand synchronization between multiple CAS and SMS.

**X.** Obtain any other data requirement which would come up during the process of audit.

**ANNEXURE F**  
**AREA AUTHORISED FOR SERVICE & LIST OF AFFILIATED CABLE OPERATORS**

Web Copy Not For Execution