

FORM FOR AVAILING INCENTIVES
(Applicable for DPOs having valid and subsisting existing Subscription License Agreement with Star India Private Limited for Star Channels)

Annexure C to Part I of Subscription License Agreement

INCENTIVES

Date: _____

To enhance access to diverse content comprised in the STAR Channels by the subscribers of Television Channels, STAR is offering Incentive as per applicable Law to the DPO as set out herein below. STAR believes that by availing this Incentive, the DPOs will have the ability to pass on the benefit of this Incentive to their subscribers and thus making access to STAR Channels more affordable.

By signing this Incentive, the DPO represents and agrees that:

1. The DPO has gone through the Incentive offered by STAR in its entirety and in true spirit and is desirous of availing the Incentives under this SLA.
2. The DPO shall be eligible for the opted Incentive by complying with the respective Incentive qualifying parameters and by providing Qualifying Reports in the formats set out in **Table D in Annexure C**.
3. On such compliance, the DPO shall share the Qualifying Reports with STAR for calculation of the applicable Incentive. Basis the calculations provided by STAR to DPO and subject to eligibility, STAR shall intimate (emails permitted) the DPO of the entitled incentive value (Eligible Incentive Value) within 7 days from the receipt of Qualifying Report. On receipt of the same, DPO shall raise duly signed invoices (preferably digitally signed) in accordance with GST Laws towards the Eligible Incentive Value on STAR within 3 days from date of receipt of said intimation from STAR. The DPO's invoice towards such Eligible Incentive Value shall refer to the GSTIN of STAR included in the STAR'S invoice towards Subscription Fee.
4. The Eligible Incentive Value payable by STAR in respect of Incentive shall be exclusive of GST, cess, charges, levies, duties, or similar taxes, as applicable (unless the DPO has opted for the composition scheme in which case the Eligible Incentive Value will be inclusive of GST).
5. In due compliance of its obligations, DPO shall remit the GST so charged (if any) from STAR, 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 STAR to claim timely credit (i.e., in its GST return for the month in which the invoice / debit note is raised on STAR) of GST in the appropriate GST registration. In the event the credit of GST is not granted or denied to STAR under its appropriate GST registration under applicable laws for non-payment of taxes charged to STAR 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 DPO shall rectify the said non-compliances/errors to ensure that STAR gets the credit in the subsequent month. In the event, the non-compliance/error is not rectified by the DPO as above, then STAR shall have the right to set off such shortfall against the subsequent payments of the Eligible Incentive Value to the DPO or recover the amount of GST charged to it along with the interest, penalty and/or any other cost from the DPO. If the

DPO is blacklisted or its compliance rating falls below the prescribed limit, tax charged by the DPO in the invoice would be paid by the STAR only after the credit is reflected on GSTN platform.

6. Eligible Incentive Value to be paid by STAR shall be subject to deductions as prescribed under any applicable law including but not limited to GST and Income Tax Act, 1961.
7. If at any time during the course of this SLA, the DPO registers itself as a "Casual Taxable Person" for the purpose of GST pursuant to its performance under this SLA, then all invoices will be raised by the DPO for incentive while it is validly registered as a "Casual Taxable Person".
8. If STAR has already paid the Eligible Incentive Value and there is a decrease in the same, then DPO will issue to STAR a credit note for the differential amount. The credit note should be issued in accordance with applicable Laws.
9. If there is an increase in Eligible Incentive Value due to provision of additional [services/goods], then the DPO will issue to STAR a debit note for the differential amount. The debit note should be issued in accordance with applicable laws.
10. All invoices, credit notes and debit notes issued by the DPO 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 STAR 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 STAR will not be required to pay any such taxes and such taxes will be borne by the DPO.
11. DPO shall nominate a person who will be single point of contact for STAR for all communication regarding any discrepancy on GSTN reporting by DPO.
12. If any tax proceedings are initiated against either Party, in relation to the transaction contemplated under the SLA, the other Party shall fully co-operate by furnishing all information as available on timely basis as may be required by such Party, including but not limited to confirmation of booking/accrual of expense.
13. As and when there is any change in the GST rules, acts, regulations on input credit (which are available in public domain as on date of signing the SLA), the Parties shall discuss the provisions relating to the same and may enter into a further amendment, if required, to address each other's concerns in relation to such compliance.
14. The DPO's compliance of the terms of this **Annexure C**, shall be in addition to DPO's compliance of the rest of the terms of this SLA.
15. The DPO shall not be entitled for any Incentive(s) in the event-
 - 15.1.1 The DPO fails to comply with any of the terms and conditions of the SLA and/or
 - 15.1.2 The DPO fails to meet any of the Incentive qualifying parameters and/or fails to submit the Qualifying Reports in the prescribed format in **Table D in Annexure C** on or before the Qualifying Report Deadline and/or
 - 15.1.3 There is a discrepancy between the Reports and Qualifying Report submitted by DPO.

With reference to availing Incentive under this Annexure C by the DPO, STAR shall have the right to audit the Addressable Systems, CAS, SMS and other related systems of the DPO by an auditor duly authorized by STAR or Empaneled Auditor to verify the DPO's compliance of its obligations, declarations, representations and warranties under this Annexure C including but not limited to the accuracy and validity of the monthly Qualifying Reports submitted by DPO to STAR for availing Incentive hereunder. If during the Audit it is revealed that the DPO 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 DPO, without prejudice to STAR's rights under this SLA and applicable Laws, STAR shall be entitled to revoke the Incentive availed by the DPO and/or if STAR has

already paid the Eligible Incentive Value, then DPO shall be liable to issue a credit note in accordance with applicable GST Laws to STAR of the Eligible Incentive Value already paid by STAR.

For _____
Signature:
Name:
Date:
Place:

INCENTIVE SCHEME

STAR is offering penetration incentive on all Subscribed Bouquets and Subscribed A-la-Carte Channels subject to fulfilling the conditions detailed hereinbelow.

Objective	To ensure reach and access of STAR Channels to target subscriber/consumers base of the Platform including to under-served markets.	
Eligibility Condition	Fulfilling LCN Ranks Requirements for all Subscribed Bouquets and Subscribed A-la-Carte Channels as detailed hereunder.	
Other conditions for availing Penetration Incentive	<p>In the event the reported penetration varies for any of the Channels in the Subscribed Bouquet, the Channel(s) with the least penetration will be considered for the calculation of Penetration Level of the Subscribed Bouquet(s).</p> <p>Providing the Qualifying Reports (as defined below) on or before the Qualifying Report Deadline.</p>	
Penetration Incentive Qualifying Parameters	PART A	PART B
	<p>Applicable on Subscribed Bouquets & Subscribed A-la-Carte Channels except Disney Channel, Hungama TV, Marvel HQ, Disney Junior, Disney International HD and Disney Kids Pack.</p> <p>DPOs shall be entitled to Penetration Incentive of 15% on all Subscribed Bouquets and Subscribed A-la-carte Channels provided that the DPO satisfies the following conditions:</p> <ul style="list-style-type: none"> a) Achieving a total Bouquet Penetration Level of $\geq 75\%$ through any combination of SVP, SVP HD, SVP HD Lite, SPP and SPP HD bouquets on Active Platform Subscriber Base. <i>Disney Kids Pack, Star English Special Pack, SVP Lite Hindi & Star English Special Pack HD are excluded for this purpose.</i> b) Achieving Penetration Level of $\geq 75\%$ for the Lead Channel(s) on the Active Platform Subscriber Base in all of the Target Markets as set out in Table A, where the DPO is present. 	<p>Applicable on Disney Channel, Hungama TV, Marvel HQ, Disney Junior, Disney International HD and Disney Kids Pack.</p> <p>DPOs shall be entitled to Penetration Incentive of 15% on the Subscribed Bouquet and Channels listed above, provided that the DPO satisfies the following condition:</p> <ul style="list-style-type: none"> a) Achieving a total Bouquet Penetration Level of $\geq 30\%$ of Disney Kids Pack on Active Platform Subscriber Base.
LCN Rank Requirements	<p>As mentioned above, to qualify for Penetration Incentive on the Subscribed Bouquets or Subscribed A-la-Carte Channels, the DPO must meet LCN Rank Requirements as given below:</p> <p>1: The DPO shall maintain the LCN Ranks for all the Subscribed Channels on the head ends of the DPO as per the LCN Rank as last reported to STAR at the time of execution of this SLA. Further DPO shall provide a declaration to that effect on a month to month basis, during the Term of the SLA.</p>	

	<p>2: In the event, the DPO has not subscribed/availed any of the Channels prior to the execution of this SLA, then upon execution of this SLA, the DPO shall provide the LCN Rank for such Channels, as defined in Table B (applicable to Part A) and Table C (applicable to Part B) below, during the Term of the SLA subject to following conditions:</p> <ul style="list-style-type: none"> i) In case the DPO has different LCN Rank for any of the Channels forming part of the Subscribed Bouquet or Subscribed A-la-carte Channels on their Platform EPG or has multiple head ends with different LCN Ranks then the worst LCN Rank (highest numerical) for each of the Channel will be considered for the purpose LCN Rank computation ii) DPO can qualify for Penetration Incentive only if the DPO meets LCN Ranks for ALL Channels forming part of the Subscribed Bouquet or Subscribed A-la-carte Channels. iii) Deviations - Up to three LCN Ranks for a maximum of two channels falling under Category B as set out in Table B and Table C as applicable. iv) Further DPO shall provide a declaration to this effect on a month to month basis, during the Term of the SLA.
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Active Platform Subscriber Base shall mean the subscribers who have subscribed to broadcasting services from the DPO.

Active Platform SD Subscriber Base shall mean the Active Platform Subscriber Base who have subscribed for only SD channels from the DPO.

Active Platform HD Subscriber Base shall mean the Active Platform Subscriber Base who have subscribed for one or more HD channels from the DPO.

Target Market shall mean the markets as set out in **Table A** where the DPO has Active Platform Subscriber Base.

Penetration Level shall mean the penetration of Subscribed Bouquets or Subscribed A-la Carte Channels achieved by the DPO in a Territory.

Qualifying Report shall mean the reports to be provided by DPO in the format set out in Qualifying Reports Section, on or before the Qualifying Report Deadline.

Qualifying Report Deadline shall mean seventh (7th) day from the end of each calendar month, on or before which, the DPO has to provide the Qualifying Report to STAR.

TABLE A (Applicable to Part A)

Lead Channel	Target Market	Applicable Subscriber Base
Star Plus and Star Plus HD	Hindi Speaking Markets (HSM) - All States & Union Territories (UT) excluding West Bengal, Maharashtra, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, Sikkim and Assam, Goa, Andhra	Active Platform Subscriber Base

	Pradesh, Telangana, Karnataka, Tamil Nadu, Kerala, Lakshadweep and Puducherry	
Star Jalsha and Star Jalsha HD	West Bengal	Active Platform Subscriber Base
Star Pravah and Star Pravah HD	Maharashtra, Goa	Active Platform Subscriber Base
Any Star Sports 1*	NESA Market comprising of Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, Sikkim and Assam	Active Platform Subscriber Base
Maa TV and Maa HD	Andhra Pradesh, Telangana	Active Platform Subscriber Base
Star Suvarna and Star Suvarna HD	Karnataka	Active Platform Subscriber Base
Vijay and Vijay HD	Tamil Nadu, Puducherry	Active Platform Subscriber Base
Asianet and Asianet HD	Kerala, Lakshadweep	Active Platform Subscriber Base

For example, to measure Penetration Level of the Lead Channel in West Bengal market, combined penetration of Star Jalsha and Star Jalsha HD shall be measured on the DPO's Active Platform Subscriber Base in West Bengal

*To measure Lead Channel Penetration in NESA Market (Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, Sikkim and Assam), combined penetration of Star Sports 1 Hindi, Star Sports 1 Bangla, Star Sports 1, Star Sports 1 HD Hindi and Star Sports HD1 shall be considered on Active Platform Subscriber Base of the DPO in NESA Market

TABLE B				
(Applicable to Part A)				
LCN Rank Requirement				
No.	Channel	Category	Genre	LCN Rank
1	Star Plus	A	Hindi General Entertainment	Top 3
2	Star Bharat	A	Hindi General Entertainment	Top 7
3	Star Utsav	A	Hindi General Entertainment	Top 20
4	Bindass	B	Hindi General Entertainment	Top 20
5	Star Gold	A	Hindi Movies	Top 3
6	Movies OK	B	Hindi Movies	Top 6
7	UTV Movies	A	Hindi Movies	Top 10
8	UTV Action	B	Hindi Movies	Top 12
9	Star Utsav Movies*	B	Hindi Movies	Top 17
10	Star Gold Select*	A	Hindi Movies	Top 18
11	National Geographic	A	Infotainment	Top 4

12	National Geographic Tamil	B	Infotainment	Top 10
13	National Geographic Telugu	B	Infotainment	Top 12
14	Nat Geo Wild	B	Infotainment	Top 8
15	Fox Life	B	Infotainment	Top 3
16	Star World	A	English General Entertainment	Top 4
17	Star Movies	A	English Movies	Top 3
18	Star Sports 1*	A	Sports	Top 3
19	Star Sports 2*	A	Sports	Top 4
20	Star Sports 3*	B	Sports	Top 5
21	Star Sports 1 Hindi*	A	Sports	Top 6
22	Star Sports 1 Tamil	A	Sports	Top 13
23	Star Sports 1 Kannada	A	Sports	Top 14
24	Star Sports 1 Telugu	A	Sports	Top 15
25	Star Sports 1 Bangla	A	Sports	Top 16
26	Star Sports 1 Marathi	A	Sports	Top 17
27	Star Sports Select 1	A	Sports	Top 11
28	Star Sports Select 2	A	Sports	Top 12
29	Star Sports First	B	Sports	Top 18
30	Maa TV	A	Regional Telugu General Entertainment	Top 4
31	Maa Gold	B	Regional Telugu General Movies	Top 7
32	Maa Music	B	Regional Telugu Music	Top 3
33	Maa Movies	A	Regional Telugu Movies	Top 4
34	Star Pravah	A	Regional Marathi General Entertainment	Top 4
35	Star Jalsha	A	Regional Bengali General Entertainment	Top 3
36	Jalsha Movies	A	Regional Bengali Movies	Top 3
37	Star Suvarna	A	Regional Kannada General Entertainment	Top 5
38	Suvarna Plus	B	Regional Kannada Movies	Top 4
39	Vijay	A	Regional Tamil General Entertainment	Top 4
40	Vijay Super	B	Regional Tamil General Entertainment	Top 10
41	Asianet	A	Regional Malayalam General Entertainment	Top 3

42	Asianet Plus	B	Regional Malayalam General Entertainment	Top 7
43	Asianet Movies	A	Regional Malayalam Movies	Top 3
44	Star Plus HD	A	Hindi General Entertainment	Top 3
45	Star Bharat HD	A	Hindi General Entertainment	Top 7
46	Star Gold HD	A	Hindi Movies	Top 3
47	UTV HD	A	Hindi Movies	Top 7
48	Star Gold Select HD	A	Hindi Movies	Top 8
49	National Geographic HD	A	Infotainment	Top 4
50	Nat Geo Wild HD	B	Infotainment	Top 5
51	Fox Life HD	B	Infotainment	Top 3
52	Baby TV HD	B	Kids	Top 4
53	Star World HD	A	English General Entertainment	Top 4
54	Star World Premiere HD	A	English General Entertainment	Top 7
55	Star Movies HD	A	English Movies	Top 3
56	Star Movies Select HD	A	English Movies	Top 7
57	Star Sports HD1*	A	Sports	Top 3
58	Star Sports HD2*	A	Sports	Top 4
59	Star Sports 1 HD Hindi*	A	Sports	Top 5
60	Star Sports Select HD1	A	Sports	Top 6
61	Star Sports Select HD2	A	Sports	Top 7
62	Maa HD	A	Regional Telugu General Entertainment	Top 4
63	Maa Movies HD	A	Regional Telugu Movies	Top 4
64	Star Pravah HD	A	Regional Marathi General Entertainment	Top 4
65	Star Jalsha HD	A	Regional Bengali General Entertainment	Top 3
66	Jalsha Movies HD	A	Regional Bengali Movies	Top 3
67	Vijay HD	A	Regional Tamil General Entertainment	Top 4
68	Star Suvarna HD	A	Regional Kannada General Entertainment	Top 4
69	Asianet HD	A	Regional Malayalam General Entertainment	Top 3

*marked channels from the same genre need to placed consecutively in the required genre as mentioned against them, separately for SD and HD.

Version 2 dated 6.12.2018 - as amended on 12.07.2019 (#4)

Fox Life's LCN Rank would be measured against the following Competing Channels: FYI TV18, TLC, Discovery Turbo and similar channels.

The DPO may at its discretion swap LCN Rank of Star Sports 1, Star Sports 1 Hindi, Star Sports 1 Bangla, Star Sports 1 Tamil, Star Sports 1 Kannada, Star Sports 1 Telugu and Star Sports 1 Marathi with each other based on the DPO's requirements, as per Law.

TABLE C				
(Applicable to Part B)				
LCN Rank Requirement				
No.	Channel	Category	Genre	LCN Rank
1	Disney Channel	A	Kids	Top 3
2	Hungama TV	A	Kids	Top 5
3	Marvel HQ	A	Kids	Top 8
4	Disney Junior	B	Kids	Top 10
5	Disney International HD	A	English General Entertainment	Top 8

ILLUSTRATION

Calculation of Penetration Incentive (Applicable to Part A)

A. DPO who has presence in single Target Market (Subscribed to Multiple SVPs)

Active Platform Subscriber Base	25,000
Territory	Maharashtra/Goa
Subscribed Bouquets	SVP Marathi, SVP Hindi, SVP Tamil
Monthly Average Subscriber Level for the Subscribed SVP Marathi	20,000
Monthly Average Subscriber Level for the Subscribed SVP Hindi	1,500
Monthly Average Subscriber Level for the Subscribed SVP Tamil	1,000

In this case, Penetration Incentive applicable for Subscribed Bouquets shall be as follows:

Monthly Average Subscriber Level for Subscribed Bouquets	Penetration Level of Bouquets	Qualifies Penetration Incentive (Yes/No)
20,000 + 1,500 + 1,000 = 22,500	$22,500/25,000 \times 100 =$ 90%	≥75% - Yes

Target Market	Lead Channel	Penetration Level of Lead channel	Qualifies Penetration Incentive (Yes/No)
Maharashtra/Goa	Star Pravah	20,000/25,000 = 80%	≥75% - Yes

As explained in the illustration above, to check the eligibility for Penetration Incentive on the Subscribed Bouquets, combined penetration of all Subscribed SVPs has been considered and to check the Lead Channel penetration condition in the Target Market i.e., Maharashtra, Goa, Star Pravah's penetration in has been considered.

Accordingly, the Monthly Incentive payable by STAR to DPO is as detailed below:

Calculation of Monthly Incentive payable by STAR to DPO (INR)				
Bouquet	Active Subscribers A	MRP of the Subscribed Bouquet B	Penetration Incentive C	Monthly Incentive payable by STAR to DPO A*B*C (INR)
SVP Marathi	20,000	49	15%	1,47,000
SVP Hindi	1,500	49	15%	11,025
SVP Tamil	1,000	25	15%	3,750
Monthly Incentive payable by STAR to DPO (INR)				1,61,775

B. DPO who has presence in single Target Market (Subscribed to SVP and SVP HD):

Active Platform Subscriber Base	25,000
Territory	Maharashtra/Goa
Subscribed Bouquets	
SVP	SVP Marathi
SVP HD	SVP HD Marathi
Monthly Average Subscriber Level for the Subscribed SVP Marathi	16,000
Monthly Average Subscriber Level for the Subscribed SVP HD Marathi	5,000

In this case, Penetration Incentive applicable for Subscribed Bouquets shall be as follows:

Monthly Average Subscriber Level for Subscribed Bouquets	Penetration Level of Star Value Bouquets	Qualifies Penetration Incentive (Yes/No)
16,000 + 5,000	21,000/25,000 x 100 = 84%	≥ 75% - Yes

Target Market	Lead Channel	Penetration Level of Lead channel	Qualifies Penetration Incentive (Yes/No)
Maharashtra/Goa	Star Pravah and Star Pravah HD	21,000/25,000 = 84%	≥75% - Yes

Since the DPO has qualified for Penetration Incentive, the Monthly Incentive payable by STAR to DPO is as detailed below:

Calculation of Monthly Incentive payable by STAR to DPO (INR)				
Bouquet	Active Subscribers A	MRP of the Subscribed Bouquet B	Penetration Incentive C	Monthly Incentive payable by STAR to DPO A*B*C (INR)
SVP Marathi	16,000	49	15%	1,17,600
SVP HD Marathi	5,000	85	15%	63,750
Monthly Incentive payable by STAR to DPO (INR)				1,81,350

C. DPO who has presence in multiple Target Markets (Subscribed to only SVP):

Active Platform Subscriber Base	45,000
Territory	Maharashtra /Goa, Karnataka
Active Platform Subscriber Base in Maharashtra/Goa	25,000
Active Platform Subscriber Base in Karnataka	20,000
Subscribed Bouquets	
Maharashtra /Goa	SVP Marathi
Karnataka	SVP Kannada
Maharashtra /Goa	
Monthly Average Subscriber Level for the Subscribed SVP Marathi	21,000
Karnataka	
Monthly Average Subscriber Level for the Subscribed SVP Kannada	20,000

In this case, Penetration Incentive applicable for Subscribed Bouquets shall be as follows:

Monthly Average Subscriber Level for Subscribed Bouquets	Penetration of Star Value Bouquets	Qualifies Penetration Incentive (Yes/No)
21,000 + 20,000 = 41,000	41,000/45,000 = 91%	≥75% - Yes

Target Market	Lead Channel	Penetration of Lead channel	Qualifies Penetration Incentive (Yes/No)
Maharashtra/Goa	Star Pravah	21,000/25,000 = 84%	≥75% - Yes
Karnataka	Star Suvarna	20,000/20,000 = 100%	≥75% - Yes

Accordingly, the Monthly Incentive payable by STAR to DPO is as detailed below:

Calculation of Monthly Incentive payable by STAR to DPO (INR)				
Bouquet	Active Subscribers A	MRP of the Subscribed Bouquet B	Penetration Incentive C	Monthly Incentive payable by STAR to DPO A*B*C (INR)
SVP Marathi	20,000	49	15%	1,47,000
SVP Kannada	20,000	30	15%	90,000
Monthly Incentive payable by STAR to DPO (INR)				2,37,000

D. DPO who has presence in multiple Target Markets (Subscribed to both Star Value and Star Premium Bouquets)

Active Platform Subscriber Base	45,000
Territory	Maharashtra /Goa, Karnataka
Active Platform Subscriber Base in Maharashtra /Goa	25,000
Active Platform Subscriber Base in Karnataka	20,000
Subscribed Bouquets	
Maharashtra /Goa	SVP Marathi, SPP Marathi
Karnataka	SVP Kannada, SPP Kannada
Maharashtra /Goa	
Monthly Average Subscriber Level for the Subscribed SVP Marathi	13,000

Monthly Average Subscriber Level for the Subscribed SPP Marathi	7,000
Karnataka	
Monthly Average Subscriber Level for the Subscribed SVP Kannada	12,500
Monthly Average Subscriber Level for the Subscribed SPP Kannada	7,500

In this case, Penetration Incentive applicable for Subscribed Bouquets shall be as follows:

Monthly Average Subscriber Level for Subscribed Bouquets	Penetration Level of Star Value Bouquets	Qualifies Penetration Incentive (Yes/No)
$13,000 + 7,000 + 12,500 + 7,500 = 40,000$	$40,000/45,000 \times 100 = 89\%$	$\geq 75\%$ - Yes

Target Market	Lead Channel	Penetration Level of Lead channel	Qualifies Penetration Incentive (Yes/No)
Maharashtra/Goa	Star Pravah	$20,000/25,000 = 80\%$	$\geq 75\%$ - Yes
Karnataka	Star Suvarna	$20,000/20,000 = 100\%$	$\geq 75\%$ - Yes

Since the DPO has met the Penetration Incentive condition for Any Bouquets, the Monthly Incentive payable by STAR to DPO is as detailed below:

Calculation of Monthly Incentive payable by STAR to DPO (INR)				
Bouquet	Active Subscribers A	MRP of the Subscribed Bouquet B	Penetration Incentive C	Monthly Incentive payable by STAR to DPO $A*B*C$ (INR)
SVP Marathi	13,000	49	15%	95,550
SPP Marathi	7,000	79	15%	82,950
SVP Kannada	12,500	30	15%	56,250
SPP Kannada	7,500	69	15%	77,625
Monthly Incentive payable by STAR to DPO (INR)				3,12,375

Calculation of Penetration Incentive (applicable to Part B)

E. DPO who has presence in single Target Market (Subscribed to Disney Kids Pack)

Active Platform Subscriber Base	25,000
Territory	Maharashtra/Goa
Subscribed Bouquets	Disney Kids Pack
Monthly Average Subscriber Level for the Subscribed Disney Kids Pack	10,000

In this case, Penetration Incentive applicable for Subscribed Star Value Bouquets shall be as follows:

Monthly Average Subscriber Level for Subscribed Bouquets	Penetration Level of Bouquets	Qualifies Penetration Incentive (Yes/No)
10,000	$10,000/25,000 \times 100 = 40\%$	$\geq 30\%$ - Yes

Accordingly, the Monthly Incentive payable by STAR to DPO is as detailed below:

Calculation of Monthly Incentive payable by STAR to DPO (INR)				
Bouquet	Active Subscribers A	MRP of the Subscribed Bouquet B	Penetration Incentive C	Monthly Incentive payable by STAR to DPO A*B*C (INR)
Disney Kids Pack	10,000	10	15%	15,000
Monthly Incentive payable by STAR to DPO (INR)				15,000

TABLE D
QUALIFYING REPORTS

Penetration Incentive Report:

Table 1: Separate reports for the following markets by each Headend-

- Bihar and Jharkhand
- Delhi
- Gujarat and Daman & Diu and Dadra Nagar Haveli
- Haryana and Himachal Pradesh and Jammu & Kashmir
- Madhya Pradesh and Chhattisgarh
- North East (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura)
- Odisha
- Punjab and Chandigarh
- Rajasthan
- Uttar Pradesh and Uttarakhand
- West Bengal
- Andaman & Nicobar Islands
- Maharashtra and Goa
- Andhra Pradesh and Telangana
- Karnataka
- Tamil Nadu and Pondicherry
- Kerala and Lakshadweep

No.	Subscriber Base	Number of subscriber of the bouquet on 7th day of the month	Number of subscriber of the bouquet on 14th day of the month	Number of subscriber of the bouquet on 21st day of the month	Number of subscriber of the bouquet on 28th day of the month	Monthly Average Active Subscribers
(1)	(2)	(3)	(4)	(5)	(6)	$(7)=[(3)+(4)+(5)+(6)]/4$
1	Active SD Subscriber Base					
2	Active HD Subscriber Base					

Table 2: Separate report for the following markets -

- Bihar and Jharkhand
- Delhi
- Gujarat, Daman & Diu and Dadra Nagar Haveli
- Haryana, Himachal Pradesh and Jammu & Kashmir

- Madhya Pradesh and Chhattisgarh
- North East (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura)
- Odisha
- Punjab and Chandigarh
- Rajasthan
- Uttar Pradesh and Uttarakhand
- West Bengal
- Andaman & Nicobar Islands
- Maharashtra and Goa
- Andhra Pradesh and Telangana
- Karnataka
- Tamil Nadu and Pondicherry
- Kerala and Lakshadweep

In case any of the Subscribed Bouquets or Subscribed A-la-Carte channels are made available in multiple DPO packages, separate line item will be required for each DPO package.

For all Subscribed Bouquets the DPO shall provide the channel level reports in the same format as detailed below:

State	Bouquet Name	Subs Count as on 7th	Subs Count as on 14th	Subs Count as on 21st	Subs Count as on 28th	Month & Year

For all Subscribed Bouquets the DPO shall provide the channel level reports in the same format as detailed below:

State	A-I-a-carte Channel Name	Subs Count as on 7th	Subs Count as on 14th	Subs Count as on 21st	Subs Count as on 28th	Month & Year

Total DPO Active Subscriber Count	Universe Size for the month of _____
Total DPO Active Subscriber Count (Universe Size)	
Total DPO Active Subscriber Count SD (Universe Size)	
Total DPO Active Subscriber Count HD (Universe Size)	

LCN Report:

Table 3: Separate report to be provided for each Headend

Head End Wise LCN Report to be provided in the format as detailed below:

LCN Report					
S N o	Name of Channel	Category	Genre	LCN No./EPG No.	LCN Rank
1	Star Plus	A	Hindi General Entertainment		
2	Star Bharat	A	Hindi General Entertainment		
3	Star Utsav	A	Hindi General Entertainment		
4	Star Gold	A	Hindi Movies		
5	Movies OK	B	Hindi Movies		
6	Star Utsav Movies	B	Hindi Movies		
7	Star Gold Select	A	Hindi Movies		
8	National Geographic	A	Infotainment		
9	Nat Geo Wild	B	Infotainment		
10	Fox Life	B	Infotainment		

Templates of all Qualifying Reports (in MS Excel):

The DPO can obtain the Qualifying Reports format in Microsoft Excel upon request from STAR and also available on STAR's Website.