

(On Letter head)

Date: November 29, 2019

ATTENTION DPOs

Reference:

1. Subscription License Agreement including amendments (if any), executed between **[Insert name of the network]** and STAR ("**SLA**");
2. Revised Penetration Incentive and LCN Incentive Letter dated August 9, 2019 and Re-Revised Penetration Incentive and LCN Incentive Letter dated September 27, 2019 (hereinafter collectively referred to as "**Revised Incentive Letters**");
3. Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017; the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order, 2017 and Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017 ("**New Regime**").

Subject: Extension of revised Incentive.

Dear Sir,

1. We would like to bring to your attention that Star had issued Revised Incentive Letters, due to various distribution platform operators ("**DPOs**") seeking a relaxation of the incentive conditions laid down in the Subscription License Agreement ("**SLA**") dated February 1, 2019 as amended from time to time, in view of the migration of subscribers to the new tariff regime introduced by the Telecom Regulatory Authority of India ("**TRAI**") under the relevant broadcast regulations issued in March, 2017 ("**New Regime**").
2. Thus by considering the requests made by DPOs and in the interest of meeting the larger objective reiterated by TRAI from time to time towards migration to the New Regime, for all the DPOs, we are pleased to inform you that we have further extended the revised Incentive until January 31, 2020. The details reiterated below:

S. No	Erstwhile condition	Revised condition	Applicable period for revised Incentive conditions	Incentive Percent
1	DPO required to meet penetration level for (i) the Subscribed Value and Premium Bouquets of SD and HD on the Active Platform Subscriber Base of SD and HD respectively and (ii) Lead Channel(s) in the respective Target Market(s).	≥ 50% of Penetration Level for the (i) Subscribed Value and Premium Bouquets (SD + HD) on the combined Active Platform Subscriber Base (SD + HD) for February, 2019 (ii) Lead Channel(s) (SD + HD) on the combined Active Platform Subscriber Base (SD + HD) in the respective Target Market(s).	February, 2019	Upto 15%
2	DPO required to meet penetration level for (i) the Subscribed Value and Premium Bouquets of SD and HD on the Active Platform Subscriber Base of SD and HD respectively (ii) Lead Channel(s) in the respective Target Market(s).	≥ 60% penetration level for the (i) Subscribed Value and Premium Bouquets (SD + HD) on the combined Active Platform Subscriber Base (SD + HD) (ii) Lead Channel(s) (SD + HD) on the combined Active Platform Subscriber Base (SD + HD) in the respective Target Market(s).	March, 2019	Upto 15%
3	DPO required to meet penetration level for (i) the Subscribed Value and Premium Bouquets of SD and HD on the Active Platform Subscriber Base of SD and HD respectively (ii) Lead Channel(s) in the	≥ 75% penetration level for the Subscribed Value and Premium Bouquets (SD + HD) on the combined Active Platform Subscriber Base (SD + HD) in the respective Target Market(s) as mentioned below.	April 1, 2019 to January 31, 2020	7.5%

	respective Target Market(s).			
4	DPO required to meet penetration level for (i) the Subscribed Value and Premium Bouquets of SD and HD on the Active Platform Subscriber Base of SD and HD respectively (ii) Lead Channel(s) in the respective Target Market(s).	≥ 75% penetration level for Lead Channel(s) (SD + HD) on the combined Active Platform Subscriber Base (SD + HD) in the respective Target Market(s) as mentioned below.	April 1, 2019 to January 31, 2020	7.5%

- a) Below is the revised Target Market applicable to Lead Channel and Bouquet for the period commencing from April 1, 2019 to January 31, 2020.

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 Pradesh, Telangana, Karnataka, Tamil Nadu, Kerala, Lakshadweep and Puducherry	Active Platform Subscriber Base
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* or combination of Star Plus and Star Plus HD	NESA Market – 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

** 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*

3. Unless otherwise expressly defined herein, all capitalized words/ terms used herein shall have the meaning ascribed to it in the applicable SLA executed by both the Parties.
4. Except to the extent the Incentive conditions modified above, all other terms and conditions of the relevant SLA along with any amendment agreement(s) executed between the Parties, shall continue to be binding on the Parties.

Yours Sincerely,
For **Star India Private Limited**

Authorized Signatory