

REFERENCE INTERCONNECT OFFER ("RIO")

This RIO version number 1 of 2022 is issued and published by KALAINAR TV Private Limited ("Broadcaster"/ "KALAINAR TV") under authorization, pursuant to Regulation 7 of The Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations 2017 dated March 03, 2017, as amended ("Interconnection Regulations"), The Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order, 2017, ("Tariff Order") (as may be amended from time to time) and Telecommunication (Broadcasting And Cable) Services Standards Of Quality Of Service And Consumer Protection (Addressable Systems) Regulations, 2017 as amended ("QoS") (Interconnection Regulations, Tariff Order and QoS are collectively referred to as "2017 Regulations") read with The Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff (Second Amendment) Order, 2020, The Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) (Second Amendment) Regulations, 2020, dated January 1, 2020 (collectively referred to as "2020 Amendment Regulations") and The Telecommunication (Broadcasting And Cable) Services Interconnection (Addressable Systems) (Fourth Amendment) Regulations, 2022 dated November 22, 2022 and The Telecommunication (Broadcasting And Cable) Services (Eighth) (Addressable Systems) Tariff (Third Amendment) Order, 2022 dated November 22, 2022 (collectively referred to as "2022 Amendment Regulations"). In accordance with the TRAI Press Release dated November 22, 2022, the 2017 Regulations read with 2020 Amendment Regulations and 2022 Amendment Regulations are effective from **1st February, 2023**.

The terms mentioned in this RIO constitutes all the necessary technical and commercial terms and conditions as stipulated in Regulation 7(6) of Chapter III of the Interconnection Regulations applicable to Operators retransmitting digital signals of the Broadcaster's available channels to subscribers in terms of the regulations and supersedes the previous RIO / Interconnection Agreement(S) Of KALAINAR TV hoisted on KALAINAR TV's website. As per Regulation 10 (5) and (6) of Chapter IV of the Interconnection Regulations, those distribution platform operators desirous of obtaining signals of Broadcaster's Available Channels shall make a written request vide an "APPLICATION FORM FOR REQUEST OF SIGNALS" which is available on KALAINAR TV website under the link www.kalaigartv.co.in as Service Form 1. The Operator shall along with the Service Form 1, also submit all relevant information, documentary evidence / technical compliance report as required therein showing that the Operator's addressable systems to be used for distribution of Broadcaster's Available Channels meet the requirements specified in the Schedule III of the Interconnection Regulation. On receipt of the request from the Operator in the manner set out hereinabove along with required information and mandatory documents, Broadcaster and the Operator will enter into the Interconnection Agreement attached hereto containing all the terms and conditions on an "as-is" basis and without the Operator making any unilateral changes/modifications. In the event KALAINAR TV is in receipt of an Interconnection Agreement signed and sent by the Operator with their unilateral changes, such Interconnection Agreement shall be deemed void ab-initio and non-binding. It is hereby clarified that in order to be eligible to execute this RIO and avail the signals of Broadcaster's Available Channels, the Operator shall not be in default of payment to Broadcaster in terms of second proviso of regulation 3(2) of the Interconnection Regulations. Accordingly, the Operator shall not have any outstanding amounts due and payable to Broadcaster in terms of the existing agreement(s) as on the date of execution of this RIO, unless the Broadcaster at its sole discretion grants additional time to the Operator to remit the outstanding amount on just and equitable grounds. It is further clarified that the execution of the Interconnection Agreement by KALAINAR TV shall not amount to any waiver by KALAINAR TV of its rights available under Applicable laws and/or erstwhile interconnection agreement/s to claim any outstanding subscription/license fees due and payable to KALAINAR TV.

In the event the Operator opts for downloading the Interconnection Agreement from the website of KALAINAR TV and signs the said downloaded Interconnection Agreement, it shall be mandatory for the Operator to send it to KALAINAR TV within 7 days of signing and such Interconnection Agreement shall be binding only after it is counter-signed by KALAINAR TV. It is further clarified that any signed Interconnection Agreement from the Operator shall not be legally binding (i) if the Interconnection Agreement sent by the Operator has any unilateral changes and/or (ii) if the said Interconnection Agreement is received after a new version of RIO/ Interconnection Agreement is uploaded by KALAINAR TV on its website. In the event KALAINAR TV modifies and uploads a revised RIO/ Interconnection Agreement on its website, any unexecuted interconnection agreement shall be null and void.

In the event there is any change in the Applicable Laws, the Broadcaster reserve the right to revise/ modify/ alter the terms of this RIO and the Interconnection Agreement and a fresh Interconnection Agreement covering all such revisions/ modifications/ alterations shall be executed between the Parties. In such an event, this RIO and / or the existing agreement shall automatically be null and void.

It is further clarified that in order to be eligible to execute the Interconnection Agreement, the Operator must be compliant with all Applicable laws, including the Regulations of TRAI, The Cable Television Networks (Regulation) Act, 1995 And Cable Television Networks (Regulation) Rules 1994, as amended from time to time, Operational Guidelines of MIB as may be notified from time to time for Direct-To-Home (DTH) Broadcasting Services, Headend-in-the-Sky (HITS) Broadcasting Service and Policy guidelines for IPTV Service.

This RIO read along with the Interconnection/Subscription Agreement attached hereto is being published by the Broadcaster for its Available Channels and also for Available Channels of its group companies under authorisation from the respective broadcaster, in accordance with Regulation 7(2) in Chapter III of the Interconnection Regulations. Upon signature of the Operator and counter signature by the Broadcaster, the Interconnection Agreement shall become binding on the Parties and enforceable at law. Both the RIO and the Interconnection/Subscription Agreement are to be read together and the Interconnection Agreement attached herewith forms an integral part of this RIO..

By executing this RIO, the Operator declares and undertakes that-

- (i) The Operator is compliant with the Applicable Laws and holds necessary licenses/permissions for rebroadcasting/retransmitting the signals of Broadcaster's Available Channels;
- (ii) The Operator is financially solvent and capable of discharging its payment obligations under this RIO;
- (iii) The Operator has not been convicted of any offence by any competent court;
- (iv) The Operator has furnished all relevant documents/information along with the signed copy of this RIO, and shall furnish such further documents/information as and when required by Broadcaster, at its sole discretion

SERVICE FORMS

To enable better service to the Operators and to expedite and facilitate the documentation for KALAINAR TV's Channels and/or KALAINAR TV's Bouquets, KALAINAR TV has uploaded the below service forms on its website www.kalaigartv.co.in and the are also annexed hereto as **Schedule K** of the Interconnection Agreement:

- a) **Service Form 1- Application Form**
- b) **Service Form 2-Amendment Agreement For Modification Of Subscribed Kalaigar Tv Channels And/Or Kalaigar Tv Bouquets**
- c) **Service Form 3- Amendment Agreement For Modification Of Authorized Areas**
- d) **Service Form 4- Form For Addition/ Discontinuation/ Alteration Of The Addressable Systems And/Or Encryption Systems**
- e) **Service form 5- Form For Change Of Control**
- f) **Service form 6- Form For Discontinuation Of Operations**

On execution of any of the aforesaid Service Forms, the said Service Forms shall form an integral part of the said Interconnection Agreement(S).

The Broadcaster has designated the following persons for receiving the request for interconnection from the distribution platform operators (DPOs) viz., multi-system operators ("**MSO**"), direct-to-home ("**DTH**") Operators, internet protocol television ("**IPTV**") Operators and headend-in-the-sky ("**HITS**") Operators and their grievance redressal pertaining to this RIO/Interconnection/Subscription Agreement.

For MSOs and IPTV Operator:				
Sr. No.	Name of the Designated official	Contact no.	Email id	Name of the State/Territory for which the official is designated
1	Mr. Ashley Samuel	9884900801	ashley@kalaignartv.co.in	Pan India

For DTH Operator:			
Name of the Designated official	Contact no.	Email id	Name of the State/Territory for which the official is designated
Mr. Ashley Samuel	9884900801	ashley@kalignartv.co.in	PAN INDIA

For HITS Operator			
Name of the Designated official	Contact no.	Email id	Name of the State/Territory for which the official is designated
Mr. Ashley Samuel	9884900801	ashley@kalignartv.co.in	PAN INDIA

Note: If Operator is an MSO and/or DTH Operator and/or IPTV Operator and/or HITS Operator, then it shall execute separate interconnection agreement for each type of its Platform for availing signals of the Channels.

**Execution of this RIO and provision of signals under this RIO shall not amount to a waiver by Broadcaster of its right to claim all outstanding subscription fees under the erstwhile agreement/s and Broadcaster shall be within its rights to claim the same including termination of this RIO, as per applicable law, for non-clearance of all outstanding dues under the erstwhile agreement/s.*



Agreement Number :

RIO Version Number : KALAI GNAR TV RIO NTO 2.1 Version 1 of 2022/16-12-2022

Customer Code :

INTERCONNECTION /SUBSCRIPTION AGREEMENT

This Interconnection/Subscription Agreement (the "Agreement") is executed (on the date herein below mentioned) by and between:

KALAI GNAR TV PRIVATE LIMITED, a company incorporated under the provisions of the Companies Act, 1956 having Corporate Identification Number (CIN): U92100TN2007PTC063806 and having its registered office at "Anna Arivalayam" 367,369, Anna Salai Teynampet Chennai-600018(hereinafter referred to as "KALAI GNAR TV"/"Broadcaster" which expression unless repugnant to the context or meaning thereof, shall mean and include its successors and permitted assigns) of the ONE PART,

and

A. _____, having its registered office as specified in **Schedule D** hereinafter referred to as "**Customer/Operator**", which expression, unless repugnant to the meaning or context thereof, shall be deemed to mean and include its successors and permitted assigns).

Legal Status of Operator: Company Partnership Firm Proprietorship Firm Individual HUF
 LLP AOP Trust

The Broadcaster and the Operator shall singularly be referred to as a "**Party**" and collectively as the "**Parties**".

RECITAL:

- A. The Broadcaster is, inter-alia, engaged in the business of broadcasting and distribution of satellite based Channel(s)/service(s) and has exclusive right to market and distribute the Channel(s)/service(s) to various Subscribers and users of the Channel(s)/service(s) in India.
- B. The Operator is in the business of retransmitting the signals of television channels on its distribution Platform (as defined herein) and is desirous of retransmitting the signals of the Broadcaster's Channels to their respective Subscribers.
- C. The Broadcaster has the requisite power and authority to enter into this Agreement with the Operator and create the mutual rights and obligations that are contractually binding in nature and legally enforceable at law.
- D. The Operator represents to Broadcaster that it is authorized to re-transmit signals of satellite television channels through its Platform in the Authorized Area(s) and possesses requisite Operator's License in this regard.
- E. The Operator further represents that it is in compliance with all Applicable laws and has completed and satisfied the requirements under the Interconnection Regulations and is desirous of carrying the Channels on its Platform for re-transmission amongst its Subscribers in the Territory.
- F. Relying upon the Operator's representations, the Broadcaster has agreed to grant a non-exclusive license to the Operator to re-transmit the Channels on the Platform strictly subject to and in accordance with the terms and conditions of this Agreement and Applicable Laws.

NOW THEREFORE, in consideration for the mutual promises and covenants set out herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the Parties, it is hereby agreed as follows:

1. Definitions:

The following terms used in this Agreement shall have the meaning as set forth below. Any term used herein but not defined expressly shall have the meaning ascribed to it in under Interconnection Regulations, Tariff Order (as amended from time to time), Cable Television Networks (Regulations) Act 1995 and Cable Television Networks Rules 1994.

- 1.1 **“Active Subscriber”** means a subscriber who has been authorized to receive signals of subscribed television channels as per the subscriber management system /CAS of the Operator and whose set top box has not been denied signals;
- 1.2 **“Total Active Subscribers of the Operator”** shall mean total active subscribers of the Operator who have subscribed to at least one channel (SD or HD). In case of the Standard-Definition Identified Channel(s), Total Active Subscribers shall mean total active subscribers of the Operator who have subscribed to only Standard-Definition channel(s) and in case of the High-Definition Identified Channel(s), Total Active Subscribers shall mean total active subscribers of the Operator who have subscribed to at least one High-Definition channel.
- 1.3 **“Total Active Subscribers of the Channel”** shall mean total active subscribers of a KALAINAR TV Channel which will be arrived at by adding up the average active subscribers who have opted the said KALAINAR TV Channel on a-la-carte basis and average active subscribers of all such Bouquets of KALAINAR TV comprising of the said ala-carte KALAINAR TV Channel.
- 1.4 **“Affected Channels/Removed Channels”** shall have a meaning assigned to it in Clause 15.7;
- 1.5 **“Affiliate”** of a Party (the “Subject Person”) means (i) in the case of any Subject Person, any other Person that, either directly or indirectly through one or more intermediate Persons, Controls, is Controlled by or is under common Control with the Subject Person, and (ii) in the case of any Subject Person that is a natural Person, his/her parents, spouse or children, or any Person that is owned or controlled by such natural person or any of the aforesaid mentioned Persons. For the purposes of this definition, “Control” means (a) having an economic interest of at least 26% of any Person; and/or (b) the power to direct and control the management or policies of a Person, whether through the power to appoint majority of the members on the board of directors or similar governing body of such Person, through contractual arrangements or otherwise. “Controlling” and “Controlled” have correlative meanings;
- 1.6 **“Agreement Start Date”** shall mean February 1, 2023.
- 1.7 **“A-la-carte/A-la-carte Channels”** shall mean offering of the Channels individually on a standalone basis;
- 1.8 **“Anti-Piracy Obligations”** shall mean the obligations contained in Clause 9 and Schedule H of this Agreement;
- 1.9 **“Applicable Laws/Authority”** shall mean any and all laws, regulations, directions, notifications or orders, including amendments thereto, enacted or issued by any constitutional, legislative, judicial, quasi-judicial or administrative or other authority including without limitation the TRAI and TDSAT, Ministry of Information and Broadcasting (MIB) or any other body or authority regulating the broadcasting and distribution of channels in India;
- 1.10 **“Audit”** shall mean the technical validation and commercial audit referred to in clause 14 of Interconnection Agreement, to be conducted by the OPERATOR and/or KALAINAR TV of the Distribution Systems/Platform of the OPERATOR, including but not limited to CAS, SMS, encryption systems, Content Protection Systems, financial documents, etc. as per extant regulations..
- 1.11 **“Authorised Area(s)/Territory”** shall mean such geographical area/location of India as indicated in Schedule A;
- 1.12 **“Channel(s)”** shall mean the linear, satellite delivered and advertiser-supported standard definition and high definition pay and free to air television channels (if any) owned and/or operated by the Broadcaster in accordance with the Applicable Laws, which are offered either a-la-carte or in a bouquet , a list of which is provided in **Schedule A** (which maybe amended from time to time);
- 1.13 **“Average Active Subscriber Base”** means the number of subscribers arrived at by averaging the Active Subscriber count in the manner specified in **Schedule B** attached to this Agreement.
- 1.14 **“BIS”** shall mean Bureau of Indian Standards established under the Bureau of Indian Standards Act, 1986 and meaning assigned to it in Clause 11.1 (xxi);
- 1.15 **Bouquet(s)** shall mean an assortment of distinct Channels, offered by the Broadcaster to the Operator together as a group as set out in Schedule A, (which may be amended from time to time);

1.16 **Cable TV:**

Cable TV Act shall mean Cable Television Networks (Regulation) Act, 1995;

Cable Service or **Cable TV Service** means the transmission of programmes including retransmission of signals of television channels through cables;

Cable Television Network or **Cable TV Network** means any system consisting of a set of closed transmission paths and associated signal generation, control and distribution equipment, designed to provide cable service for reception by multiple subscribers

1.17 **CAM** shall mean the conditional access module provided by Broadcaster (if applicable) to the Operator required for downlinking and accessing the Channels;

1.18 **CAS** / **CA System** shall mean the conditional access system maintained by the Operator which: (a) has the ability to authorize and grant access to only those television channels which a subscriber has subscribed; (b) scrambles and encrypts the signal of television channels to prevent unauthorized reception of such channels by those not paying for the service; (c) which is a control mechanisms, data structures and commands that scramble and encrypt signals in order to provide selective access and denial of specific channels, data, information or services to paying Subscribers and (c) meets the requirements set out under Schedule F, G & H and complies with the terms of this Agreement and Applicable Laws including Schedule III and Schedule IX Interconnection Regulations;

1.19 **Channels/ Subscribed Channels** shall mean the Bouquet of the Channels and/or those Channels that are selected by the Operator as A la Carte, in each case by putting a tick in the designated box provided in second column of the relevant table contained in the Validation Form (Schedule A) consisting of the list of Channels and the Bouquet; it being agreed that if any designated box against a Channels/Bouquet is left unmarked, it shall be deemed to have not been selected by the Operator for the purposes of this Agreement. For purposes of clarity, the selected Channel(s) on an A la Carte basis and/or Bouquet in accordance with the foregoing shall be deemed to form part of this Agreement in respect of which Broadcaster shall grant license to the Operator in accordance with the terms of this Agreement;

1.20 **Change Event** means any merger, de-merger, amalgamation, consolidation, reorganization, joint operation or service arrangement, corporate restructuring or any other business arrangement involving the OPERATOR or any change of control or change in the management or acquisition of majority stake or controlling stake of the OPERATOR or acquisition by the OPERATOR of a majority stake or a controlling stake in any other entity or selling the whole or a substantial portion of the OPERATOR's assets and/ or purchasing the whole or a substantial portion of the assets of another entity.

1.21 **Channel Marks** shall mean trade names, trademarks, logos and service marks owned by Broadcaster and their Affiliates and rights holders in connection with the Channels and Channels;

1.22 **CPE** shall have meaning assigned to it in Clause 2.18 of Schedule I i.e Customer Premises Equipment;

1.23 **Confidential Information** means: (a) any information concerning the organization, business, technology, trade secrets, know-how, finance, intellectual property, transactions or affairs of a Party or any of its Affiliates, (whether conveyed in written, oral or in any other form and whether such information is furnished before, on or after the date hereof) (b) any material or information disclosed by either Party for the purposes of this Agreement (c) any information or materials prepared by a Party or its representatives that contains or otherwise reflects, or is generated from Confidential Information;

1.24 **DAS** means digital addressable cable systems comprising of an electronic device (which includes hardware and its associated software) or more than one electronic device put in an integrated system through which signals of the network can be sent in encrypted form and decoded by the devices having an activated conditional access system at the premises of the subscriber within the limits of authorization made through CAS and SMS, by the cable operator to the subscriber on the explicit choice and request of such subscriber;

1.25 **Disconnection Notice** shall mean a written notice of twenty one (21) days from the date of the written notice which is required to be given in accordance with the Applicable Laws by: (a) the Operator to Broadcaster if Operator wishes to disconnect the signal of and stop distribution on its Platform the Channels due to Broadcaster's breach of this Agreement which is not remedied in accordance with the provisions of this Agreement; or (b) Broadcaster to the Operator if Broadcaster wishes to disconnect the signal of any or all Channels and stop making available the Channels to the Operator due to Operator's breach of this Agreement;

1.26 **Due Date** shall have meaning assigned to it in Schedule B;

- 1.27 **"Distribution Margin"** shall mean the Operator's share of revenue for the distribution of Subscribed Channels to Subscribers. It will be calculated as twenty percent (20%) of the MRP of the Subscribed Channel(s).
- 1.28 **"Distributor Retail Price"** means the price excluding taxes declared by a distributor and payable by a Subscriber for A-la-carte pay Channel or Bouquet of pay Channels as the case may be;
- 1.29 **"Incentive Qualifying Reports"** shall mean the complete and accurate reports which the Operator, opting for Incentive schemes under this RIO has to compulsorily provide to Broadcaster in both pre-defined and non-editable PDF format, on or before the stipulated deadline, to avail the Incentive and as more specifically defined in **Schedule E**.
- 1.30 **"DRM"** means Digital Rights Management which is a comprehensive set of hardware and software technologies, which provides protection of content ownership to the content provider by inter alia preventing unauthorized redistribution of digital media by embedding code that prevents copying, specifying a time period in which the content can be accessed and restricting the sections of the content a viewer can see or limiting the number of devices the media can be installed on along with controlling Geo and Offline usage restrictions.
- 1.31 **"Encryption System"** shall have meaning assigned to it in Clause 4.3 and further as detailed in Schedule B and Hardware Form in Schedule J;
- 1.32 **"EPC"** shall mean electronic programme guide as defined under the Interconnection Regulations i.e. a program guide maintained by the distributors of television Channels that lists television Channels and programmes, and scheduling and programming information therein and includes any enhanced guide that allows Subscribers to navigate and select such Channels and programmes;
- 1.33 **"Equipment"** shall mean any and all hardware/software and other devices and including but not limited to the IRDs, CAMs and the Viewing Cards;
- 1.34 **"Empaneled Auditor"** means auditor empaneled by the Authority/TRAI for conducting audit of the Systems of the Operators.
- 1.35 **"Force Majeure Event"** shall mean any unforeseeable act, cause, contingency or circumstance which is beyond the reasonable control of the Parties herein, including, without limitation, any acts of governmental action, order or restriction (whether international, national or local), war (whether or not declared) or warlike situation, public strike, riot, labour dispute, act of God, earthquake, tides, storm, lightening, flood, drought, cyclone or any natural calamity, explosion, fire, sabotage, lockdown, quarantine, epidemic, pandemic, arson, civil disturbance/commotion, public disaster, public transportation dispute, satellite failure/jamming or transponder failure or acts due to any law, rules, regulations (including enactment), lawful orders or directives of the government of any States or the order of any court of competent Jurisdiction and/or any acts of similar nature, which may affect the transmission of Available Channel(s) by Broadcaster;
- 1.36 **"Fingerprinting"** shall have meaning assigned to it in Schedule G;
- 1.37 **"Free-to-Air Channel/FTA"** means an Available Channel (if any) which is declared as such by the Broadcaster and for which no fee is to be paid by the distributor of television Channels to the Broadcaster for signals of such Channel.
- 1.38 **"Hardware Form"** shall mean the form in the prescribed format (as provided in **Schedule J** enclosed herewith) which shall be provided to the Operator containing the details of the Equipment's used to receive the signals of the Channels subscribed by the Operator from the list of Available Channels of the Broadcaster and which shall form an integral part of this RIO
- 1.39 **"Insertion"** shall have meaning assigned to it under Clause 4.2 (c);
- 1.40 **"Incentive Scheme"**: Incentive Scheme shall mean various Incentive(s) as detailed in **Schedule C**. The applicable Incentive(s) shall be calculated as per details provided by Operator in the format(s) specified by KALAINAR TV in **Schedule C**.
- 1.41 **"Intellectual Property"** shall mean and include, without limitation: (i) all rights, title and interest in the programming on the Available Channels; (ii) the Channel Marks and all trademarks, trade names, service marks, logos, materials, formats, and concepts relating to the Available Channels; and (ii) any trademarks, trade names, logos, names, titles of the rights holders of any programming exhibited on the Available Channels;
- 1.42 **"Interconnection Regulations"** shall have meaning assigned to it at the beginning of this Agreement;

- 1.43 **“Interconnection Agreement”** means this Agreement to be executed between Operator and KALAINAR TV for KALAINAR TV to providesignals of subscribed Channels read with Service Forms.
- 1.44 **“IRDs”** or **“DSRs”** shall mean Integrated Receiver Decoder or Digital Satellite Receiver required for downlinking and accessing the Channels i.e., an authorization device which is owned, operated and supplied by Broadcaster and which is used in conjunction with a compatible Viewing Card and/or CAM, (if applicable), in order to receive and decode each of the linear television Channels of Broadcaster subscribed by the Operator;
- 1.45 **“Independent Affiliate”** shall mean an operator who is or was availing the signals of Broadcaster’s Channels directly from KALAINAR TV in terms of a separate interconnection agreement between KALAINAR TV and such operator
- 1.46 **“Maximum Retail Price”** or **“MRP”** with respect to each Channel or bouquet of Channels for the purpose of this Agreement availed on A-la- carte basis or bouquet basis shall mean the maximum retail price, excluding taxes/cess, payable by a Subscriber of such Subscribed Channel, as set forth in Schedule A, as may be amended from time to time;
- 1.47 **“Monthly Subscription Fee”** shall have meaning assigned to it in Clause 5 and Schedule B of this Agreement;
- 1.48 **“Multi TV Home”** means a household having more than one TV connection or set top box in the name of one person;
- 1.49 **“MRP”** means Maximum Retail Price of the Channel/ Bouquet per Subscriber per STB per month (excluding all applicable taxes) (in Rs.)
- 1.50 **“New Channels”** shall mean the new television channels of Broadcaster that may be launched and offered by Broadcaster in future, after the date of execution of this Agreement and/or not subscribed by Operator under this Agreement.
- 1.51 **“Operator’s License”** shall mean license granted to the Operator by the Ministry of Information and Broadcasting or such other competent authority, details as mentioned in Schedule D;
- 1.52 **“OSD”** shall have meaning assigned to it in Clause 11.1 (xi) and further detailed in Schedule G;
- 1.53 **“Piracy”** shall have meaning assigned to it in Clause 9.1 of this Agreement;
- 1.54 **“Piracy Event”** shall have meaning assigned to it in Clause 3 of Schedule H;
- 1.55 **“Platform”** shall mean, with respect to MSO, such MSO’s Digital Addressable Cable Television Network, with respect to HITS Operator, such HITS Operator’s HITS Service, with respect to DTH Operator, such DTH Operator’s DTH Service and with respect to IPTV Operator, such IPTV Operator’s IPTV Service, as the case may be. For the purposes of this definition, following definitions shall have meaning assigned to them hereinbelow:

“DTH Operator” shall mean a company that has been granted license by the Central Government to provide DTH Service.

“DTH Operator’s DTH Service” means distribution of television channel programmes by using a Ku-band direct-to-home satellite transmission system by providing television signals directly to Subscriber’s premises without passing through an intermediary such as cable operator or any other distributor of television channels.

“HITS Operator” shall mean any person permitted by the Central Government to provide HITS service.

“HITS Operator’s HITS Service” shall mean re-transmission of signals of television channels to (i) intermediaries like local cable operators or multi system operators by using a satellite system and not directly to Subscribers; and (ii) to Subscribers by using satellite system and its own cable networks.

“IPTV Operator” shall mean a person permitted by the Central Government to provide IPTV service.

“IPTV Operator’s IPTV Service” shall mean delivery of multi-channel television programs in addressable mode by using Internet Protocol over a closed network of one or more service providers.

“MSO” means a cable operator who has been granted registration under Rule 11 of the Cable Television Networks Rules, 1994 and who receives a programming service from a broadcaster and re-transmits the same or transmits his own

programming service for simultaneous reception either by multiple Subscribers directly or through one or more local cable operators.

“MSO’s Digital Addressable Cable Television Network” means digital addressable cable systems comprising of an electronic device (which includes hardware and its associated software) or more than one electronic device put in an integrated system through which signals of the network can be sent in encrypted form and decoded by the devices having an activated conditional access system at the premises of the Subscriber within the limits of authorization made through CAS and SMS, by the cable operator to the Subscriber on the explicit choice and request of such Subscriber.

- 1.56 **“Primary Market(s)”** shall mean in relation to Subscribed Channel(s), certain Specified States/All India/parts thereof (as the case maybe), which have been denoted as Primary Market(s) as specified in **Schedule C**;
- 1.57 **“Provisional Invoice”** shall have meaning assigned to it in Schedule B;
- 1.58 **“Rate” // “MRP”** shall have meaning assigned to it in Clause 5.1;
- 1.59 **“Recorder”** shall mean either a personal video recorder (PVR) or digital video recorder (DVR) which must satisfy the following features:
- (a) Audio-visual content shall not be allowed to be recorded without finger printing and watermark logo of the Platform and such finger printing and watermark logo shall be displayed during playback;
 - (b) Recorded audio-visual content must be encrypted in a secure manner on the Recorder which shall not play on any other devices other than the concerned Recorder;
 - (c) Audio-visual content of a Channel shall not be permitted to get recorded if the concerned subscriber's subscription of such Channel is not active; and
 - (d) Set Top Box provided by the Operator must not allow a Subscriber to install third party application/software on the set top box.
 - (e) there is no automatic advertisement skipping function and there is any mechanism whereby DVR and or PVR have a store and forward function
- 1.60 **“RIO”** means reference interconnect offer defined under the Interconnect Regulations and for purposes of this Agreement shall mean this reference interconnect offer published by the Broadcaster specifying terms and conditions on which the Operator may seek signals of the Channels of the Broadcaster.
- 1.61 **“Security Deposit”** shall have a meaning assigned to it in Clause 8.2 of this Agreement;
- 1.62 **“Set Top Box”** or **“STB”** means a device which is connected to or is part of a television and which allows a Subscriber to receive in unencrypted and descrambled form the Channels through an addressable system;
- 1.63 **“Smart Card”** means, in relation to a Subscriber, a card or other device issued by the Operator to Subscriber when enabled by a CAS and inserted in such Subscriber's Set Top Box, has the functionality of enabling such Subscriber's Set Top Box to receive the Channels distributed by the Operator.
- 1.64 **“SMS”** shall mean the subscriber management system which is a system or device of the Operator which stores the Subscriber records and details with respect to name, address and other information regarding the hardware being utilized by the Subscriber, television Channels or Bouquets subscribed by the Subscriber, price of such Channels or Bouquets as defined in the system, the activation or deactivation dates and time for any Channel or Bouquets, a log of all actions performed on a Subscriber's record, invoices raised on each Subscriber; maintained by the Operator in accordance with the Applicable Laws and strictly in accordance with the provisions set out under **Schedule D and E**;
- 1.65 **“Subscriber(s)”** shall mean an Active Subscriber(s) in the Authorised Area(s) who receives signals of the Subscribed Channel(s) from the Operator's Platform (directly and/or through its sub-operators known as local cable operators (LCO) registered under Rule 5 of the Cable Television Networks Rules, 1994) at a place indicated by such Active Subscriber without further transmitting it to any other person and who does not cause the signals of television channels 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 (including Multi TV Home, as defined herein), for receiving the subscribed broadcasting services, shall constitute one Subscriber;

As regards the issue relating to supply of signals of Broadcaster's channels to the commercial subscribers, the Broadcaster has filed an appeal before the Honourable Supreme Court of India against the order of Honourable Telecom

Disputes Settlement and Appellate Tribunal (TDSAT) in Broadcasting Appeal No. 4 of 2015 (M.A. Nos. 15, 120 & 121 of 2016) and therefore the same shall be subject to the outcome of the said appeal. Hence, Subscriber(s) for the purpose of this Agreement specifically exclude Commercial Subscribers.

- 1.66 **Subscriber Report** shall have meaning assigned to it in Clause 7;
- 1.67 **Suspended Channels** shall have meaning assigned to it in Clause 15.10;
- 1.68 **Technical Validations/Audit** shall have meaning assigned to it in Clause 9.2;
- 1.69 **Term** shall mean 12(twelve) months commencing from Agreement Start Date, unless terminated earlier in accordance with the provisions contained herein after.
- 1.70 **TRAI** shall mean Telecom Regulatory Authority of India;
- 1.71 **TDSAT** shall mean Telecom Disputes Settlement and Appellate Tribunal;
- 1.72 **Validation Form** shall mean Validation Form set forth in Schedule A;
- 1.73 **Viewing Card** or **VC** shall mean the smart card provided by Broadcaster to the Operator to be used together with the IRD in order for the Operator to access and decode the signals of the respective Channels; and
- 1.74
- 1.75 **Withheld Programs** shall have meaning assigned to it in Clause 4.6(d).
- 1.76 **KALAINGAR TV's share of MRP** with reference to a pay channel or a bouquet of pay channels means the Maximum Retail Price(MRP) of Kalaingar Tv Channel(s)/Bouquets less of Distribution Margin, payable by the Operator to KALAINGAR TV for availing the signals of pay Kalaingar Tv Channels or bouquet of pay Kalaingar Tv Channels, as the case may be.

2. Rules of Interpretation

Unless the context of this Agreement otherwise requires:

- 2.1 the Schedules shall form an integral part of this Agreement;
- 2.2 the clause, schedule and paragraph headings are included for convenience only and shall not affect the interpretation of this Agreement;
- 2.3 words using the singular or plural number also include the plural or singular number, respectively;
- 2.4 words of any gender are deemed to include the other gender;
- 2.5 the terms "hereof", "herein", "hereby", "hereto" and derivative or similar words refer to this Agreement or specified provisions of this Agreement, as the case may be;
- 2.6 the term "Clause", "Section" or "Schedule" refers to the specified Clause, Section or Schedule of this Agreement;
- 2.7 any reference to a "person" includes natural persons, proprietorship concern, partnership firm, companies, LLP's, associations, societies, HUFs, governments, states, governmental or state agencies, foundations and trusts (in each case whether or not having separate legal personality and irrespective of the jurisdiction in or under the law of which it was incorporated or exists);
- 2.8 if a period of time is specified and it dates from a given day or the day of an act or event, it shall be calculated exclusive of that day;
- 2.9 if a Party must do something on a given day, the Party must do it by 6:00 pm on that day (unless this Agreement expressly states otherwise). If a Party does the thing after 6.00pm on a day the Party shall be treated as not having done it until the next day save and except where a Party has done something by sending an email to the other Party;
- 2.10 a reference to "writing" includes email, except as expressly provided otherwise;
- 2.11 reference to statutes, regulations or statutory provisions include references to any orders, or regulations made thereunder and references to any statute, provision, regulation, order or regulation include references to that statute, provision order or regulation as amended, modified, re-enacted or replaced from time to time;
- 2.12 the words "including" and "inter alia" shall be deemed to be followed by "without limitation" or "but not limited to" whether or not those words are followed by such phrases;
- 2.13 the words "directly or indirectly" mean directly, or indirectly through one or more intermediary persons or through contractual or other legal or beneficial arrangements, and "direct or indirect" have the correlative meanings; and
- 2.14 All other words and expressions used in this Agreement not defined herein, and defined in the Act and rules and regulations made thereunder or the Cable Television Networks (Regulation) Act, 1995 (7 of 1995) and the rules and regulations made thereunder, shall have the meanings respectively assigned to them in those Acts or the rules or

regulations, as the case may be.

3. Grant of Rights

- 3.1. The Operator shall request for the signals of Channels of the Broadcaster by filling in the Application Form, Form 1 along with providing all relevant information and mandatory documents pursuant to TRAI Regulations and as required therein.
- 3.2. Subject to the payment of Monthly Subscription Fee and strict compliance of the terms of this Agreement by the Operator, Broadcaster hereby grants to the Operator a non-exclusive, non-transferrable, limited license and right during the Term and in the Authorized Area/Territory (as mentioned in **Schedule A**) and the Operator accepts the said license, right and obligation, to distribute, carry and retransmit the linear feed of the Channels strictly in an encrypted form through and via the Platform to its Subscribers in an uninterrupted, unaltered and unmodified form on a 24x7x365 basis.
- 3.3. Upon grant of signals from the Broadcaster, the Operator shall mandatorily offer the Subscribed Channels on its distribution system to the Subscribers on a monthly subscription basis in the Territory and shall pay the Monthly Subscription Fee for the entire month as stated herein and shall ensure compliance with QoS Regulations.
- 3.4. The Operator availing the subscribed Bouquet shall not break such Bouquet of pay Channels while offering the same to its Subscribers. The Operator shall declare Distributor Retail Price per month for each of the subscribed A-la-carte Channel and/or subscribed Bouquet, payable by the Subscribers. In the event the Operator intends to subscribe for any additional Channels of the Broadcaster on A-la-carte and/or Bouquet(s) basis during the Term of this Agreement, the Operator may do so by sending a written request (email permitted) to the Broadcaster and the Broadcaster may consider such request suitably.
- 3.5. Notwithstanding anything contained to the contrary in this Agreement, the rights and license granted by Broadcaster to the Operator under this Agreement:
 - shall be limited only to the broadcast reproduction right enshrined under Section 37 of the Copyright Act, 1957 (as amended from time to time). Nothing contained in this Agreement shall permit the Operator to provide its Subscribers the right to further communicate or re-transmit the Channels in any manner whatsoever;
 - is limited to the re-transmission of the Channels on "as is" basis without editing, altering modifying and/or interrupting the signal in any manner whatsoever;
 - shall exclude the distribution of any content of the Channels on a non-linear basis through the Platform or any other media platform including, but not limited to, any form of on-demand transmission of audio-visual content via PPV, VOD, SVOD, TVOD, NVOD etc.;
 - shall exclude time shifting of the programming of the Channels; and
 - shall exclude the multiplexing of the Channels.
- 3.6. All other rights and means of distribution not specifically and expressly granted to Operator are expressly excluded and reserved by the Broadcaster.
- 3.7. The Operator is not authorized to sub-license the rights and license granted hereunder to any third party or any person (including its Affiliates) without prior written approval of Broadcaster.
- 3.8. The Operator understands and acknowledges that the grant of rights and license hereunder are preconditioned and subject to the Operator submitting with Broadcaster the information and documents specified in Schedule D and Schedule A at the time of submitting the signed copy of this Agreement. The Operator also warrants that addressable system installed meets the requirements as specified in Schedule III of the Interconnection Regulations (as amended from time to time) and as stated in Schedule G hereto.
- 3.9. The Operator shall not "push" content onto the Set Top Box ("STB") and there shall not be automatic advertisement skipping function and/ or the Operator shall not create a virtual Video on Demand (VoD) or other on demand service in respect of the KALAINAR TV Channel(s).
- 3.10. Notwithstanding anything contained herein and to the extent permitted under the extant laws and regulations, Broadcaster shall, during the Term, have the right to: (a) Remove any Channel or Bouquet comprising of the Channels; and (b) modify any existing Bouquet of the Channels by adding new channels that may be launched by Broadcaster or by removing any Channel from a Bouquet; and (c) launch new channels and/or bouquets comprising of the Channels.

The Parties agree that the Monthly Subscription Fee payable by the Operator to Broadcaster shall vary in the event of launch of a new channel and/or new Bouquet. The Operator shall offer all contributory language feeds for a given Channel to every subscriber entitled to access that Channel provided that the Operator has opted for such contributory language feeds of the Channel.

In the event the Operator intends to subscribe for any additional Channels and/or New Channels on A-la-carte and/or Bouquet(s) basis during the Term of this Agreement, the Operator may do so by executing the Service Form 2- Amendment Agreement For Modification Of Subscribed Kalaigar Tv Channels And/Or Kalaigar Tv Bouquets in the manner prescribed on KALAINAR TV's website.

3.11. **Territory:** The Operator agrees to offer the Subscribed Channels in the Territory as set out in Schedule A ("**Authorized Area**"). The Operator shall not extend its operations beyond the Territory or connect any Affiliates or LCOs beyond the Territory without any prior written intimation to the Broadcaster by executing the **Service Form 3 for Additional Authorised Area** as made available on KALAINAR TV's website and by submitting the same to the Designated Person for that Area named in the RIO. In the event, the Operator desires to extend its operation beyond the Territory or connect any Affiliates or LCOs beyond the Territory ("New Territory).

g) The Operator shall be permitted to extend its operations to New Territory, as per Applicable Law by distributing the Channels in such New Territory after thirty (30) days' from the date of receipt of such written notice by the Broadcaster vide **Service Form 3- Amendment Agreement For Modification Of Authorized Areas** which is provided herein as well as On KALAINAR TV's website. KALAINAR TV shall, basis the details provided in the Service Form 3 and subject to Operator's compliance of all Applicable Laws and terms of this Agreement, according provide and objection or no objection to the Operator. The said Service Form 3 shall be deemed to be an addendum between the Parties for additional areas to beserved by the Operator, which shall form an integral part of this Agreement and the New Territory shall be deemed to be a part of Schedule A. Also, the terms of this Agreement shall automatically apply to such additional areas.

Provided that such areas fall within--

- (a) the Registered Area of operation of the Operator; and / or
- (b) the States or Union Territories in which the Operator has been permitted to distribute the signals of television channels under this Agreement.

3.10 It is hereby clarified that in the event where the distribution of the Channels is done by the Operator in the New Territory without provision of thirty (30) days' advance written notice to the Broadcaster, as referred herein above, the Operator shall deemed to be in breach of the terms of this Agreement and such distribution shall be treated as unauthorized and unlawful and the Operator shall be liable for appropriate penal action as per the Applicable Law / Regulations.

3.11 In the event Broadcaster raises written objection with reasons for adding proposed New Territory and objects to the extension of operations of Operator to the proposed New Territory and the Operator receives the same within the said 30 (thirty) days notice period, the Operator shall not re-transmit the signals of the Subscribed Channels, directly or indirectly, beyond the Territory i.e. in such additional area(s). If the Operator re-transmits the signals of the Subscribed Channels in the proposed New Territory despite receiving written objection from Broadcaster, the same shall amount to material breach of this Agreement; including but not limited to infringement of Broadcaster's rights under the Copyright Act.

3.12 Distribution is permitted only to STB's of OPERATOR on its "Platform". Distribution right on all other platforms including but not limited to Mobile, Broadband, PC, Internet, Wireless, OTT or any other technology which may be introduced in future is not granted herein and the same are expressly withheld by KALAINAR TV.

4. Delivery and Security

4.1 Conditions of Distribution

- (a) The Operator hereby agrees, covenants and warrants that it shall re-transmit and distribute the Channels to the Subscribers strictly in accordance with the following terms:
 - (a) the signals of all the Channels must be delivered by the Operator to Subscribers in a securely encrypted manner on its Platform in linear mode using such technology which shall meet the requirements of **Schedule F** at all times during the Term.
 - (b) the transmission specifications and infrastructure allocated by the Operator in respect of broadcasting the signals of the Channels by the Operator to its Subscribers shall be no worse than that of the cable signal of any other channel within the same *genre* of the Channels on the Platform;

- (c) the Operator shall maintain first-class signal transmission quality of the Channels for distribution to the Subscribers in accordance with the highest international industry standards and Applicable Laws;
- (d) the Operator agrees that it shall not offer any Channel on the basis of any specific programming event, feature, characteristic or attribute of such Channel;
- (e) the Operator shall further make available the Channels to the Subscribers on 24/7/365 basis with effect from such Channels being activated at the Subscriber's end till the time such Subscriber is switched off by the Operator for being a defaulter or such Subscriber having expressly indicated its intention to discontinue its subscription to any of the Channel(s) in accordance with the Applicable Laws;
- (f) the Operator shall not use any interactive technology or other interferences (such as red button) or redirect traffic from the Channels in any manner, whether for content or for promotion, without express permission from Broadcaster;
- (g) the Operator undertakes and covenants that it shall not compel its Subscribers to take other channels or services or impose any other conditions as a precondition to subscribe to any or all of the Channels;
- (h) the Operator's transmitting facilities shall be fully capable of individually addressing Subscribers on a channel- by-channel and decoder-by-decoder basis;
- (i) the Operator shall install decoding equipment and all other equipment necessary to receive and distribute the Channels at its own cost and expense; and
- (j) the Set Top Boxes and their installed content protection systems shall prohibit the use of digital outputs.
- (k) The Operator shall transmit the signals of KALAINAR TV Channels only to Authorized Subscribers i.e. subscribers authorized by the Operator through the Platform. The Operator shall not be permitted nor shall be entitled to activate the STB/ provide signals of any Kalaingar Tv Channels to any such subscribers who have not submitted Consumer / Subscriber Application Form (SAF) as per the requirement under the applicable Regulations/ Laws. Non-compliance of this condition shall be termed as a material breach which will entitle KALAINAR TV to disconnect its channels by giving written Notice for non-compliance to the Operator.
- (l) The Parties acknowledge and agree that in the event the Operator intends to make any changes to the Addressable System's security and encryption technology, including the encryption system (other than standard software upgrades which are deemed not to be material changes), during the Term, the Operator shall intimate the same to KALAINAR TV by submitting **Service Form 4, for Change in Addressable Systems** which is made available on KALAINAR TV's Website.

(b) Infrastructure Sharing by Operator:

Where Operator shares its platform infrastructure with any other operator or where the Operator avails the infrastructure facility from any other operator, the same shall be in accordance with and subject to complete compliance with:

- (i) the Guidelines for providing Headend-in-the Sky (HITS) Broadcasting Service in India dated 26th November, 2009 read with its Amendment dated 6th November, 2020, formulated by MIB;
- (ii) the Guidelines for Sharing of Infrastructure by Multi-System Operators dated 29th December, 2021 formulated by TRAI (as may be amended from time to time) and/or any other regulations/guidelines as may be issued by the Authority from time to time, and;
(pt (i) and pt (ii) shall collectively hereinafter be referred to as "**Guidelines**")
- (iii) the provisions laid down under Schedule G of the Agreement

4.2 No alteration of signals

- (a) The Operator agrees to carry the Channels in their entirety, in the order and at the time transmitted by the Broadcaster without any editing, delays, alterations, interruptions, picture squeezing or re-sizing, insertion of graphic or animated overlays, pull-throughs or crawls, deletions or additions except as authorized in advance in writing by Broadcaster. The Operator shall not redistribute any portion of the Channels except as specifically authorized by Broadcaster in writing.
- (b) The Operator shall not reconfigure, combine, alter, edit, manipulate, dub, sub-title or repackage the Channels or any portion of the Channels for any purpose, or copy and store the content of the Channels on any storage device in any medium. Further the Operator shall not enable or otherwise permit Subscribers to do any of the foregoing acts except that the Operator can provide Recorder facility to the Subscribers in accordance with the Interconnection Regulations, provided use of such Recorder is regulated by agreement between the Operator and the Subscriber and is strictly only for non-commercial and private viewing by the Subscriber. The usage of the Recorder is permitted only to the limited extent for the benefit of the subscribers as stated herein.
- (c) The Operator agrees and undertakes not to obscure, superimpose or otherwise alter the indents or logos of the Channels in any manner whatsoever. The Operator is allowed to only add/insert its own trademark or logo in the form

of a translucent watermark ("**Insertion**") while re-transmitting and distributing the Channels on the Platform provided such Insertion shall be subject to the following conditions:

- i. The Insertion shall be inserted on all other channels distributed on the Platform by the Operator;
 - ii. At any point in time, there will only be a single Insertion;
 - iii. The Insertion shall not be more prominent than the respective Channel's logo;
 - iv. The placement and size of Insertion shall not be different from the placement and size of Insertion on any other channels distributed on the Platform; and
 - v. The Insertion shall not obscure or overlay the Channels' logos or any programme that appears on the Channels.
- (d) Operator shall not alter the screen on which the Channels will be exhibited by inserting or superimposing any form of advertising; and
- (e) Any marketing or promotional activity in respect of or involving the Channels or any standalone programming of such Channels shall be only carried out by the Operator in accordance with the terms of this Agreement or by taking a prior written approval of Broadcaster.
- (f) The Operator shall use its best efforts to maintain a high quality of signal transmission for the Subscribed Channels and shall take all other necessary steps to ensure that each Subscribed Channel is received only by Active Subscribers.

4.3 Encryption System and Technical Specifications

The Operator represents to Broadcaster that it uses the encryption system as specified in the Hardware Form (the "**Encryption System**") to encrypt the Channels and the programming of the Channels for re-distribution via the Platform. The Operator shall transmit the Channels only through the Platform to Subscribers located in the Authorized Area in the manner of transmission and distribution specified in this Agreement (including the Anti-Piracy Obligations) and the Schedule G and Schedule H (the "**Technical Specifications**"). The Operator agrees that any changes to the Technical Specifications and any material changes to the Platform's security and encryption technology, including the Encryption System (other than standard software upgrades which are deemed not to be material changes), and its version changes and upgrades during the Term shall be immediately intimated in writing to Broadcaster.

KALAINAR TV shall provide requisite number of Integrated Receivers and Decoders (IRDs) subject to payment of stipulated interest free Security Deposit per IRD as per the conditions laid down in the TRAI Regulations. Further, the Operator shall confirm the details of Integrated Receiver Decoder (IRD's) in respect of all such Channels availed from KALAINAR TV in the format provided in **Schedule J**.

The Parties acknowledge and agree that in the event the Operator intends to make any changes to the Addressable System's security and encryption technology, including the Encryption System (other than standard software upgrades which are deemed not to be material changes), during the Term, the Operator shall intimate the same to KALAINAR TV by submitting Service Form 4 for **Addition/ Discontinuation/ Alteration Of The Addressable Systems And/Or Encryption Systems** which is made available on KALAINAR TV's Website

Availability of Channels on the Platform

- 4.4** The Operator shall ensure that during the Term of this Agreement, the Channels shall be available for subscription to all its Subscribers on its Platform and offered to the Subscribers in line with the provisions of the Interconnection Regulations and in terms of this Agreement.
- 4.5** The Operator hereby covenants, undertakes and warrants to Broadcaster that it shall not shift, move, or change the frequencies of any of the Channels at any time without providing an advance prior written notice of at least thirty (30) days to Broadcaster. The Operator shall cause continuous distribution of the Channels to all its Subscribers without blacking it out or interfering with it in any manner whatsoever.
- 4.6 Acknowledgements by the Operator**

The Operator fully understands and acknowledges that:

- (a) Broadcaster is offering the Channels on 'as-is where-is' basis without warranties of any kind whatsoever, express or implied, including in relation to the quality, merchantability, fitness or that the services/signals will be error free or uninterrupted for the purpose envisaged in this Agreement;
- (b) Broadcaster reserves the right to remove any Channel from the list of Available Channels at any time if it ceases to

distribute such Channel. In the event Broadcaster discontinues distribution of any Channel chosen by the Operator during the Term, such Channel shall stand withdrawn from Broadcaster's offering without any further obligation or liability on part of Broadcaster;

- (c) Broadcaster and its licensors reserve the right to alter the Channels, including the name of the Channels and the programming exhibited on the Channels;
- (d) the Broadcaster in certain circumstances may not control the appropriate rights to exhibit certain programs on the Channels (hereinafter referred to as the "**Withheld Programs**"). Accordingly, Operator acknowledges and agrees not to exhibit, and shall block or black out the transmission of any Withheld Programs upon notification from Broadcaster;
- (e) the Broadcaster shall have the right to change: (i) the satellite carrying each of the Channels' signals, (ii) the delivery system, and/or (iii) the encryption technology used for the Channels. In the event the Operator is advised by Broadcaster of any change in the satellite transmitting any of the Channels, the Operator shall make all necessary arrangements to ensure continued access to the Channels, provided that the Broadcaster shall not be liable to the Operator or its Subscribers for any failure on their part to access the Channels as a result of any such change; and
- (f) The Operator shall make no use, nor authorize or permit others to make use of the Channels or of the programming on the Channel(s) other than as expressly set forth in this Agreement. If the Operator distributes any or all of the Channels in a manner not authorized or for a purpose not specifically provided for by the Agreement, then Broadcaster shall, notwithstanding anything contained elsewhere, have the right in its sole discretion to either immediately suspend the transmission of any or all of the Channels to the Operator and/or terminate the Agreement by providing the Disconnection Notice.
- (g) all the terms and conditions laid down in this Agreement are non-discriminatory, reasonable and justified and are not more than necessary for the legitimate preservation of the value of the Channel(s) and the content of the Channel(s);
- (h) that it has understood the merits and demerits including risks arising out of this Agreement and acknowledges that it has evaluated all considerations relating to the Agreement, after duly reading the contents of this Agreement. The Operator further represents that it has also taken advice from the subject matter experts including but not limited to finance, technical, content, legal and tax experts, pertaining to the implications of all terms and conditions of the Agreement and based on their opinion has accepted that this Agreement is suitable and appropriate for the Operator.
- (i) it has agreed to all terms and conditions of this Agreement after due discussion with KALAINAR TV. In the event of any ambiguity or question of intent or interpretation arising out of this Agreement, the same shall be construed as if drafted jointly by both the Parties, and no presumption or burden of proof shall arise favoring or disfavoring any Party by virtue of the authorship of any provision of this Agreement.

4.7 Offering of Channels

- (a) The Operator shall offer the Channels to the Subscribers either on Ala-carte basis or part of a Bouquet comprising the Channels. The Operator shall not make any limited period or event based offering or exhibition of any Channels to the Subscribers.
- (b) In case the Operator is subscribing to Bouquet(s) of the Broadcaster's Channels, the Operator shall ensure that it does not break such Bouquet while offering the same to its Subscribers. If the Operator breaks a Bouquet of the Broadcaster at any time during the Term, from such date, the Channels comprised in such Bouquet shall be deemed to have been subscribed by the Operator on an ala-carte basis and the Operator shall be liable to pay Monthly Subscription Fee on a-la-carte rates for all Channels in such Bouquet to the Broadcaster.
- (c) In the event the Operator alters the composition of the Bouquets of KALAINAR TV, the channels forming part of the said Bouquet shall be deemed to have been availed on an a-la-carte basis by default by the Operator.
- (d) It is agreed that no independent advertising shall be inserted by Operator and Operator shall not superimpose or otherwise alter any copyright, trademarks, trade names, logos, names on any Channel
- (e) The Operator shall package the Channels as per the Applicable Laws. In any event, the Operator represents, warrants and undertakes that:

- i. the packaging of the Channels will not be disadvantaged or discriminated vis-a-vis the other channels of the same genre or include the Channels in any package or tier that contains any channel with obscene content or with any channel offering gambling services or promoting gambling or betting. The Operator shall serve the Broadcaster with prior written intimation of its intention to package/repackage/launch a new package (promotional or otherwise); and
 - ii. it shall continue to offer and shall not remove any Channel or discontinue the exhibition of any Channel offered by it as part of a Bouquet for a period of six (6) months from the date of availing such Bouquet by a Subscriber or such other longer period for which the subscription charges have been paid by the Subscriber in advance. The Operator further agrees that once the Channel(s) has been included in the Bouquet offered by the Operator on its Platform, said Channel shall not be selectively switched off or taken off air by the Operator unless all other channels forming part of such Bouquet are switched off or taken off air by the Operator. Provided that this provision shall not apply on suspension of signals or on termination or expiry of this Agreement.
- (f) The Operator shall use its best efforts to maintain for the Subscribed Channels, the quality standard afforded to other channels of the same genre in a non-discriminatory manner. The Operator shall use reasonable efforts to maintain the service availability (a service free from viewer discernible problems including, without limitation, video with no audio, audio with no video or significant signal distortion) without any interruption or deviation from the daily transmission schedule.

4.8 EPG

The Operator shall create an EPG for distribution to its Subscribers (a copy of which shall be sent to Broadcaster simultaneously), then the programming schedule of each of the Channels shall be prominently featured in such schedules in the order of the EPG number for each of the Channels. In connection with the EPG, the Operator agrees as under:

- (a) shall declare the genre of the channels (as intimated by the Broadcaster) and such genre shall be either 'Devotional' or 'General Entertainment' or 'Infotainment' or 'Kids' or 'Movies' or 'Music' or 'News and Current Affairs' or 'Sports' or 'Miscellaneous';
- (b) shall place all the Channels available on its platform in the EPG, in such a way that all the television channels of a particular language in a genre are displayed together consecutively and one television channel shall appear at one place only. In the event the Operator intends to carry out any changes/modification in its EPG, it shall at all times ensure that the Channels of the Broadcaster shall continue to be placed within their respective genre and in the same relative position in the channel list as agreed to between the Parties and in compliance with the Applicable Laws, Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.
- (c) shall ensure the EPG at all times contains information pertaining to the programs being broadcast on the Channels in a manner approved by the Broadcasters without any additional cost or fee;
- (d) shall assign a unique number for each television channels available on its Platform; and
- (e) the channel number once assigned to a particular television channel shall not be altered by the Operator without prior approval of the Broadcaster and TRAI. However, if the Broadcaster changes the genre or language of a Channel then the channel number assigned to that particular television channel shall be changed in order to place such Channel with the channels of the new genre or language in the EPG.
- (f) However, in event the Operator avails any of the Incentive Scheme(s) then it shall be liable to comply with the conditions pertaining to LCN laid down in the respective Incentive Scheme(s).

4.9 Logical Channel Numbering (LCN)

- (a) The Operator hereby undertakes that it shall not place any of the Channel(s) in a disadvantageous position or otherwise treat any of the Channels less favorably or in a discriminatory manner with respect to competing channels on a genre basis while determining the Logical Channel Number and/or the EPG number of each Subscribed Channel on the EPG of the Operator's Platform;
- (b) The Operator agrees and undertakes to maintain the same relative position (rank) for each and every Channel of the Broadcaster mentioned in the Agreement, in the respective genre list as well as in its all channel list as agreed

between the Parties. The Operator shall also ensure that it does not change the relative position of the Channels during the Term of the Agreement unless the same is approved by the Broadcaster in writing;

5. Monthly Subscription Fee,

5.1 Maximum Retail Price (MRP) of Kalaighnar Tv p Channels, Calculation of Subscription Fee and Distribution Margin:

Maximum Retail Price (MRP) of Kalaighnar Tv Channel(s):

(A) Maximum Retail Price (MRP) of Kalaighnar Tv Channel(s) are as under:

(a) MRP of KALAINAR TV Channels offered on A-la-Carte basis is set out in **Schedule A**

(b) MRP of Bouquet of Pay KALAINAR TV Channel(s) is set out in **Schedule A**

(B) KALAINAR TV is also offering the Kalaighnar Tv Channel(s) under Incentive Scheme(s) on MRP of A-la-Carte and Bouquet (s)of Pay KALAINAR TV Channel(s) as detailed in **Schedule C**

(C) In order to avail the Incentive under the Incentive Scheme(s) as mentioned herein, the Operator will have to comply with the conditions stipulated in the respective Incentive Scheme(s).

5.2 Calculation of Subscription Fee

During the Term, the Operator shall pay to KALAINAR TV, the Subscription Fee which shall be calculated on a monthly basis in the manner set out in **Schedule B.**

5.3 Distribution Margin

The Distribution Margin shall be equal to **twenty percent (20%)** of the MRP of pay KALAINAR TV Channels or Bouquet of pay KALAINAR TV Channels as the case may be.

5.4 The Monthly Subscription Fee payable shall be exclusive of Indirect taxes/GST. In cases where the Operator procures the Channels for its multiple premises, monthly Subscriber Reports for each such premises would be separately provided by the Operator.

5.5 The Monthly Subscription Fee shall also be subject to deduction of applicable TDS (under Income tax and GST law as well). The Operator shall also furnish a certificate to the Broadcaster against such deduction within specified time lines.

5.6 At the time of payment of the Monthly Subscription Fee to the Broadcaster, the Operator shall inter alia mention (a) that the payment is towards the Monthly Subscription Fee (b) Invoice details against which the said payment has been made which would also include the details of the premise and registration number of Broadcaster and the premise and registration number of Operator for which payment has been made and (c) Amount of payment along with TDS deducted thereon (GST TDS and/ or Income tax TDS).

5.7 The Operator acknowledges that in case where any advance Monthly Subscription Fee paid by the Operator is required to be refunded by the Broadcaster due to any reasons, amount of GST paid by Broadcaster would be refunded only when Broadcaster receives refund of such GST from the Government.

5.8 In the event there is any change in the amount of Monthly Subscription Fee, the Broadcaster shall issue GST compliant supplementary invoice, debit/ credit note (as the case may be) or any other document in this regard along with applicable GST / reversal of GST to the Operator (as the case may be). Operator would be responsible to reverse input tax credit where such document is issued and should not dispute such amount.

5.9 For the purposes of this Agreement and basis the information/documents provided by the Operator, the Broadcaster shall charge the applicable rate of GST.

5.10 In case the Operator is eligible for any exemption or lower rate of tax, the Operator is responsible to provide the requisite details, documents, declarations or undertake any prescribed compliances for the purpose of tax exemptions / lower tax rates before supply of signals is made. In absence of this, no tax exemption/ lower rates would be extended.

5.11 The Parties acknowledge that in case of any incorrect / incomplete or any type of non-compliance at its end (defaulting Party) because of which a demand is raised by the tax authorities on the other Party (non-defaulting Party), the defaulting Party shall be immediately liable to pay the applicable taxes / amounts (including interest, penalty and associated litigation cost) if any upon notification by the non-defaulting Party. In the event the Operator had executed an agreement with Broadcaster prior to this Agreement under which Operator owes any outstanding sums to Broadcaster, the Operator is hereby obligated and liable to make payments of entire such outstanding sums promptly (and in any event no later than five (5) days of the Operator signing this Agreement) failing which the Broadcaster reserves the right to terminate this Agreement at any time by providing a prior Disconnection Notice.

5.12 During the Term, the Operator shall pay to KALAINAR TV, the Subscription Fee which shall be calculated on a monthly basis in the manner set out in Schedule B

6. Payment Terms

- 6.1 The Operator agrees to pay to KALAINAR TV, the monthly Subscription Fee as per the terms set out in Schedule B. Any default by the Operator pertaining to Payment Terms shall constitute a material breach hereunder and KALAINAR TV be entitled to switch off the signals of Kalaingar Tv Channels to entire network of the Operator.
- 6.2 Further it is also agreed by the Operator that in case the Operator operates through any of its Joint venture/affiliate/associate Network(s) in different parts of the Cities/States of India then it shall be the sole responsibility and obligation of the Operator to clear all the entire accumulated arrears/dues which are not paid by any such Joint Venture/affiliate/associate entities of the Operator to KALAINAR TV. Further it is also agreed by Operator that any other Independent Affiliate taken over by Operator during the Term of this Agreement shall be treated as JVs and Operator shall be liable to make additional payment for such JVs acquired during the Term of this Agreement

7. Subscriber Reports

- 7.1 The Operator shall maintain, at its own cost, SMS which shall be fully integrated with the CAS at all times. The Operator warrants that any activation or de-activation of a Subscriber's Set Top Box shall be processed simultaneously through both CAS and SMS.
- 7.2 The Operator shall provide to Broadcaster complete and accurate number of Subscribers of the Channels in the Subscriber Reports and the tier and/or package in which the Channels are included within seven (7) days from the end of each month in the format provided by Broadcaster enclosed herewith as **Schedule E** together with such other information as Broadcaster may require for determining the Monthly Average Active Subscriber Level and the Monthly Subscription Fee.
- 7.3 The Subscriber Reports provided by the Operator to Broadcaster in accordance with Clause 7.2 shall be system generated only through SMS and must be in a non-editable format and a 'pre-defined read only format' such as a suitable PDF format which cannot be manually edited and attested and shall specify all information required to calculate the Monthly Average Active Subscriber Level (including but not limited to the number of Subscribers for each of the Channel and each package in which a Channel is included) and the Monthly Subscription Fees payable to Broadcaster. Such reports shall specify all information required to calculate the Monthly Average Active Subscriber Level (including but not limited to the number of Subscribers for each Kalaingar Tv Channel and each package in which a Kalaingar Tv Channel is included) and the Subscription Fees payable to KALAINAR TV and in case the Operator opts for any of the Incentive Scheme(s) all the required details as per stipulated formats shall be provided by the Operator to KALAINAR TV
- 7.4 The Subscriber Reports shall be signed and attested by an authorized officer of the Operator of a rank not less than Head of Finance /Chief Financial Officer or any person duly authorized by the Operator who shall certify that all information in the Subscriber Report is true and correct. The Operator acknowledges that submission of the Subscriber Report in accordance with the provisions hereof is material to Broadcaster.
- 7.5 The Operator shall maintain throughout the Term and for twelve (12) months thereafter (or such longer period as required by law) sufficient records to enable Broadcaster to verify and ascertain (i) veracity of the Subscriber Reports submitted by the Operator, and (ii) the payments due to Broadcaster hereunder.

8. Equipment

8.1 Procurement of Equipment

- (a) IRDs used for decoding the signals of the Channels, details of which are specified in the Hardware Form, is either provided by Broadcaster to the Operator or procured by the Operator directly from the market at its own cost. The Viewing Card and/or CAM for the IRD shall always be provided by Broadcaster to the Operator and shall at all times remain the property of the Broadcaster.
- (b) Where the IRD is procured by the Operator directly on its own from the market, Operator shall ensure that the same meets the technical and other parameters as may be notified by Broadcaster. The Operator shall at all times be responsible for proper functioning, repairs, replacement or maintenance of such procured IRDs.
- (c) In the event the Operator requests in writing, Broadcaster may supply or cause to supply the Equipment in accordance with the current policy of Broadcaster.

- (d) Broadcaster may in its sole discretion require the Operator to make the following payments against delivery of the Equipment:
- i) Processing Fee: Broadcaster may require the Operator to pay one-time non-refundable processing fee towards the Equipment for each Channel as per Broadcaster policy.
 - ii) Replacement Fee: In case the Operator requires replacement of defective Equipment, the Operator shall pay a non-refundable service charge per IRD or per VC, as the case may be, for one-time replacement. The service charge amount shall be intimated by Broadcaster based on the nature of defect in the IRD or VC as the case may be.
 - iii) Maintenance Fee: This fee will be charged to the Operator on annual basis at the sole discretion of the Broadcaster, in connection with the maintenance contract for maintaining the Equipment's so provided by the Broadcaster
 - iv) Courier/Taxes: The Operator shall pay the courier charges, taxes and other applicable levies and transportation charges for the Equipment.
- (e) It is expressly agreed between the Parties that if within fifteen (15) days from the date of dispatch of the Equipment to the Operator by Broadcaster, the Operator does not intimate Broadcaster the receipt or non-receipt of the Equipment then it will be deemed that the Operator has received the Equipment.

8.2 Equipment provided by Broadcaster to the Operator, shall at all times remain the property of the Broadcaster, and not of the Operator. Broadcaster may require the Operator to pay a refundable security deposit (the "Security Deposit") before Broadcaster delivers the Equipment to the Operator. The Security Deposit, if not received separately shall first be adjusted from the subscription fees paid by Operator and only after the same is fully adjusted, the balance amount paid would be apportioned towards the monthly subscription fees payable by Operator under the Reference Interconnect Offer Agreement and the unadjusted subscription fees shall be carried forward and shall become due and payable by Operator accordingly. Upon the return of the Equipment to Broadcaster by the Operator, Broadcaster will refund the Security Deposit, subject to deduction of any amounts to cover any damage to the Equipment, which shall be determined by Broadcaster at its sole discretion. Further, in the event, the Operator fails to return the Equipment to Broadcaster, the Operator shall be liable to pay a sum of Rs. 1,000/- per day per IRD to Broadcaster for the period during which the default continues.

8.3 The Broadcaster makes no representation or warranty as to the capabilities of the Equipment provided by it to the Operator and the Equipment shall be provided on "as is where is" basis. Broadcaster shall not under any circumstances be responsible or liable for any malfunctions of such Equipment. However, in the event such Equipment require repair or replacement, the Operator may send a written request (email permitted) to Broadcaster and Broadcaster shall endeavour to have the Equipment repaired or replaced at Broadcaster's sole discretion, subject to the Broadcaster's policies. All Equipment provided by Broadcaster to the Operator shall be returned to the Broadcaster as directed by Broadcaster immediately upon expiry or prior termination of the Agreement.

8.4 The Operator undertakes and covenants that each Equipment provided by Broadcaster to the Operator:

- (a) shall be kept at a secure location approved by Broadcaster in writing and the same shall not be moved from the installation address as specified in Hardware Form. The Operator grants Broadcaster and/or its authorized agents the right at any time to enter the installation address to verify the presence of, and to inspect and test, each Equipment at the installation address. In the event any Equipment is missing, Broadcaster will be entitled to take any action in law, including under existing criminal laws, to recover such Equipment. Further, in the event any Equipment is lost, misplaced, stolen, or is in any manner alienated from the Operator's possession, the Operator shall immediately inform Broadcaster of the same, with a copy of the relevant report lodged with the law enforcement authorities. The Operator shall also immediately initiate all steps that may be possible for the recovery of such Equipment, including but not limited to legal action in a court of law. It is, however, made abundantly clear that all costs incurred or to be incurred for the recovery of the Equipment shall be borne solely by the Operator. In case such Equipment is not recovered, the Security Deposit shall be transferred to the Broadcaster in lieu of such Equipment and the Operator agrees that the Broadcaster shall be free to recover the balance costs, if any, of such Equipment from the Operator;
- (b) is not opened, tampered with or reverse engineered in any manner whatsoever. In the event that the hologram seal affixed to the IRD is tampered with while the IRD is in the possession of the Operator, Broadcaster may suspend the delivery of the Channels (after complying with the Applicable Laws) without any liability and the delivery of the Channels will be restored only at Broadcaster's discretion and subject to Operator paying a non-refundable

reactivation fee of Rs. 5000/- (Rupees five thousand only) per Channel or higher as per the existing policies of Broadcaster for each such event of suspension. The Operator acknowledges that the reactivation fee is not a penalty but a reasonable cost to be incurred by Broadcaster for the restoration of the Channels after suspension. If the seal of the IRD is found to be broken, the Broadcaster may take back possession of the IRD and forfeit the Security Deposit of the Operator. Further, the Broadcaster shall be free to recover the balance cost, if any, of such IRD from the Operator if the Security Deposit does not cover the cost of such IRD. The Operator agrees to use the Equipment only in accordance with the technical specifications established by the manufacturer of the Equipment;

- (c) is not sold, assigned, pledged or otherwise transferred to any third party and/or transferred to any other location in breach of this Agreement, this Agreement;
- (d) shall be returned forthwith to Broadcaster in the event the Operator merges or amalgamates with another entity or ceases to operate its Platform; and

8.5 The Operator understands that mere possession of the Equipment and making all payments relating to it does not guarantee access to the Channels, if the remaining clauses of the Agreement are not adhered to.

8.6 In the event the Operator fails to pay the Monthly Subscription Fees and/or upon expiry or termination of the Agreement, Broadcaster shall be entitled to take back the possession of the Equipment from the Operator and deactivate the Viewing Cards.

8.7 In order to recover possession of the Equipment from the Operator, the Operator shall ensure that the authorized personnel of Broadcaster are provided with unobstructed access to the premises of the Operator where the Equipment are installed and take possession of the same. The Operator shall not interfere with such procedure when such authorized personnel of Broadcaster visit the premises during normal office hours.

9. Anti-Piracy

9.1 In order to prevent theft, piracy, unauthorized retransmissions, redistribution or exhibition, copying or duplication of any Channel(s), in whole or in part, (hereinafter collectively referred to as "**Piracy**"), the Operator shall, prior to the commencement of the Term and at all times during the Term, deploy, maintain, and enforce fully effective and internationally renowned state of the art technology on the Platform and conditional access delivery and content protection and security systems, a tamper proof environment in its operations and related physical security and operational procedures (hereinafter collectively referred to the "**Security Systems**") as may be specified in a non-discriminatory manner hereunder or in writing, from time to time, by Broadcaster. The Operator shall comply with the Anti-Piracy Requirements set out in herein and in **Schedule Hand** also provide full and complete information for conducting Technical Validation by the auditors, empaneled by the Authority for conducting such audit, by furnishing details outlined in Schedule I attached herewith.

9.2 To ensure the Operator's ongoing compliance with the security requirements as set out in this Agreement, Broadcaster may require technical validations ("**Technical validations/Audit**") to be conducted by Empaneled Auditor, at Broadcaster's cost and expense. If the results of any Technical validation are not found to be satisfactory by either the Operator or Broadcaster, then Operator shall work with Broadcaster in resolving this issue in the next fourteen (14) business days. Operator shall, if required, forthwith resort to appropriate remedial measures, by way of adopting appropriate state of the art or next generation technology that shall improve the accuracy and efficacy of the Security Systems. If a solution is not reached to Broadcaster's satisfaction by the end of said 14 days then, Broadcaster may, in its sole discretion, suspend the Operator's right to distribute the Channels or take other actions as provided under the Agreement, until such systems, procedures and security measures have been corrected to Broadcaster's satisfaction. The Operator shall bear the cost and expense of any subsequent Technical Audit to verify that the systems, procedures and security measures have been corrected by the Operator to Broadcaster's satisfaction. For avoidance of doubt, Technical Validation/Technical audit is not an Audit as per clause 10(7) and/or clause 15 of Interconnect regulations, 2017 as amended from time to time and conduct of this validation shall not in any way be construed as conduct of broadcaster caused Audit.

9.3 For every Technical Validation referred to above, Operator shall make available all the records, systems information and details for validation by Empaneled Auditor along with Broadcaster's authorized representatives on reasonable notice to the Operator, during normal business hours during the term of the Agreement and for 1 (one) year after the termination of this Agreement. Provided further that neither Broadcaster's acceptance of any such information nor payment for any deficiency or Broadcaster's validation of the Operator's records or accounts shall prevent Broadcaster from later disputing the accuracy or completeness of any payment made or information supplied by the Operator. Broadcaster and its representatives shall be entitled to visit all offices, head ends, control room and other locations (of

the Operator and, or, any of its sub operator) for any such Validation . The Operator undertakes to provide and cause to provide access to all offices, head ends, control room and other locations (of the Operator and, or, any of its sub operator) for any such validation by Broadcaster or its representatives.

- 9.4 The Operator shall deploy finger printing mechanisms to detect any Piracy, violation of copyright and unauthorized viewing of the Channel(s), distributed/transmitted through its Platform at least once every 10 minutes on 24 x 7 x 365(6) basis. The Operator undertakes to initiate the finger printing as and when requested by the Broadcaster, in the event any piracy is detected.
- 9.5 The Operator shall comply with all content protection measures that may be specified by Broadcaster from time to time and shall report compliance to Broadcaster in a timely manner as may be required and specified by Broadcaster. The Operator shall also allow Broadcaster full access to systems and controls for Broadcaster to be satisfied that the Operator is fully compliant with such content protection measures as may be specified by Broadcaster in this regard.
- 9.6 The Operator shall not allow unauthorized taping or receipt of the Channels. The Operator shall not authorize, cause or suffer any portion of the Channel(s) to be recorded, duplicated, cablecast, exhibited or otherwise used for any purpose other than for linear distribution by Operator at the time the Channel(s) is made available. The Operator shall not authorize or permit infringement of any copyrighted material exhibited on the Channel(s), or use the rights granted to it under this Agreement for any unlawful purpose.
- 9.7 If the Operator becomes aware that any unauthorized third party is recording, duplicating, cablecasting, exhibiting or otherwise using the Channel(s) for any other purpose, the Operator shall immediately notify Broadcaster and the Operator shall switch off the concerned Set Top Box to prevent such unauthorized use. However, use of a set top box with the Recorder facility which has been supplied to the Subscribers by the Operator shall not be treated as unauthorized use; provided (a) such Recorder facility in the STB complies with the terms of this Agreement; (b) such STB is used in accordance with the terms and conditions of the subscription agreement between the Operator and the Subscriber, (c) the Subscriber uses it strictly for non-commercial use and personal consumption.
- 9.8 If so instructed by Broadcaster, the Operator shall shut off or de-authorize the transmission to any unauthorized Subscriber indulging in Piracy, within ten minutes from the time it receives such instruction from Broadcaster. Any communication under this Clause shall be considered as valid information only if the information is sent through official e-mail of a designated officer of Broadcaster. However, such foregoing information may even be provided by Broadcaster representatives through other means of communications such as telephonic message, fax, etc. and the said information shall later be confirmed by Broadcaster through e mail and the Operator shall be under an obligation to act upon such information relating to Piracy and switch off the concerned STB.
- 9.9 In such instances where the Operator is the only party that is allowed to initiate legal action against an unauthorized party, including, but not limited to, the filing of criminal complaints against such unauthorized party, the Operator agrees to grant necessary rights to Broadcaster to initiate legal action. In the event Broadcaster cannot initiate such legal action, against an unauthorized party, for want of locus standi, the Operator agrees to initiate the same. In all cases where legal action is initiated by Broadcaster, the Operator agrees to provide Broadcaster with all the necessary/required assistance.
- 9.10 In addition to the above, the Operator shall, at its own expense, take all necessary steps to comply with obligations set forth in Schedule G and H.

10. Audit and Subscriber Management System

- 10.1 The Operator shall once in a calendar year cause audit of its subscriber management system (SMS), conditional access system (CAS) and other related systems from such auditors as empaneled by TRAI from time to time under the TRAI Regulations to confirm inter alia whether their SMS, CAS and other related systems are in compliance with the TRAI Regulations and also to verify and confirm whether the monthly Subscriber Reports made available by the Operator to broadcasters are complete, true and correct, and issue an audit report to this effect to Broadcaster within 24 hours of receipt of the said report from the auditor at email id dassubsreport@kalignartv.co.in or upload at portal <https://kalignartv.co.in/channel-pricing.html> The Operator shall obtain a certificate from such auditor that the Operator's digital addressable systems meets the requirements specified under the TRAI Regulations provided that failure to comply with this provision by the Operator will constitute a material breach of this Agreement. The Audit caused by the OPERATOR shall be scheduled in such a manner that there is a gap of at-least six months between the audits of two consecutive calendar years. Further, there should not be a gap of more than 18 months between audits of two consecutive calendar years. The OPERATOR shall give 30 days' prior written notice to KALAINAR TV at dassubsreport@kalignartv.co.in before causing the Audit of its Addressable Systems. Provided The audit and penalty under this clause shall be as per notification namely, "The Telecommunication (Broadcasting and Cable)

Services Interconnection (Addressable Systems) (Amendment) Regulations" issued by TRAI on 30.10.2019 (and as may be amended from time to time).

- 14.1 In the event, Broadcaster is not satisfied with the report received by the Operator under clause 10.1 of this Agreement or, if in the opinion of KALAINAR TV the addressable system being used by the OPERATOR does not meet requirements specified under the Schedule III and Schedule IX of Interconnection Regulation,, Broadcaster shall have the right to review and/or cause audit from such auditors as empaneled by TRAI of the SMS, CAS, other related systems and records of SMS and CAS of the Operator relating to the Channels for the purpose of verifying the amounts payable to Broadcaster under the Agreement once in a year, the information contained in Subscriber Reports and full compliance with the terms and conditions of the Agreement, for which the Operator shall provide full co-operation. The scope of the said audit will be as defined in Schedule I to this Agreement. The OPERATOR shall be under a legal obligation to revert within four (4) days ("Revert Period") after a request is received for audit from KALAINAR TV, so that the audit exercise can be undertaken at a date before end of fifteen (15) day period. In the event the OPERATOR fails to respond or fails to provide a convenient date for audit falling within a month of the request date then in such an event, KALAINAR TV shall at its discretion levy an additional charge equivalent to ten percent (10%) of one month's Subscription Fee paid by the OPERATOR for the previous month. For the avoidance of doubt it is clarified that the additional charge of 10% as referred to above shall continue to be levied on incremental monthly basis till the Audit is commenced. If such review and or audit reveals that additional fees are payable to Broadcaster, then after measurement of such incremental Fees (which should be done by Broadcaster by 10th day from the end of review/audit), Broadcaster shall raise invoice on the Operator for payment of differential Fees. Further such date of determination shall be deemed to be the completion of event for the differential Fees to be paid by the Operator. The Operator shall immediately pay such fees, as increased by interest rate @18% per annum, failing which Broadcaster may, notwithstanding anything contained elsewhere in the Agreement, suspend any of the Channel or terminate this Agreement, by giving such notice to Operator as is required under applicable TRAI regulations, without prejudice to Broadcaster's right to claim the additional fees. If any fees due for any period exceed the fees reported by the Operator to be due for such period, by two (2) percent or more, the Operator shall pay all of Broadcaster's costs incurred in connection with such review and/or audit and take any necessary actions to avoid such errors in the future. At the end of each of these audits, the Operator shall provide Broadcaster with a current date channel-wise (Bouquet/A-la-carte) subscriber report from its SMS, certified by its SMS manufacturer/vendor. In the event during the audit exercise if it is found that the OPERATOR has not informed KALAINAR TV about any change/ replacement of his existing SMS / CAS system declared at the time of execution of the agreement or in case where the OPERATOR 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 KALAINAR TV shall at its discretion, charge for such additional subscribers attributable to such supplementary/ additional SMS / CAS systems with a penalty @ 100% of the maximum retail price for such channels from the date of agreement. For example, if the undeclared number of subscribers is say 500 and the MRP share of KALAINAR TV is Rs. X, then in such a scenario the OPERATOR shall be liable to pay X multiplied by 2 times (1 time is pertaining to the basic MRP and additional 1 time is attributable to 100% penalty).
- 10.3 Notwithstanding anything to the contrary contained herein, if during review and/or audit of the SMS, CAS, other related systems and records of SMS and CAS of the Operator, it is revealed that the Operator has misrepresented any information contained in the Incentive Qualifying Report or any item having a bearing on the computation of the opted Incentives and/ or the Monthly Subscription Fee payable by the Operator, the Broadcaster shall be entitled to revoke all the Incentives availed by the Operator and seek appropriate refund of same along with interest. If Broadcaster has already paid the Eligible Incentive, in which case Operator shall be liable to issue a credit note in accordance with applicable GST Laws to Broadcaster of the Eligible Incentive already paid by Broadcaster.
- 10.4 The Operator shall maintain at its own expense the SMS, capable of, at a minimum:
- i. maintaining a computerised customer database capable of recording adequate details of each Subscriber, including name, address, chosen method of payment and billing;
 - ii. administering subscriptions of Subscribers by producing and distributing contracts for new Subscribers and setting up and maintaining an IT enabled infrastructure whereby Subscriber contracts are collected, returned and recorded in the SMS database for ongoing administration;
 - iii. 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;
 - iv. administering payments of any commission fees from time to time payable to the Operator's authorised agents for the sale to Subscribers of programming packages;
 - v. obtaining and distributing receivers and smart cards, if applicable, to Subscribers, and issue replacement smart cards from time to time in its discretion; and
 - vi. that will enable new Subscribers via the SMS over-the-air addressing system and disable defaulting Subscribers.

- 10.5 In addition to the various rights and remedies as may be available under law, any breach by or on the part of the Operator with regard to the above covenants shall be construed as material breach of this Agreement causing substantial loss to Broadcaster. Provided that nothing stated herein above amounts to waiver by Broadcaster of its right to deactivate the signals of its Channels as per applicable Law, if such Audit reveals that the Addressable System being used by the Operator does not meet the requirements specified in the Telecommunications (Broadcasting & Cable) Services Digital Addressable Systems Audit Manual dated 8th November 2019 ("**Audit Manual**") (as may be amended from time to time).
- 10.6 The Operator shall be under a legal obligation to revert within five (5) days ("**Revert Period**") after a request is received for audit from Broadcaster. In the event the Operator fails to respond or fails to provide a convenient date for audit falling within two weeks of the request date then in such an event, it shall be deemed to be refusal on the part of the Operator to allow the Broadcaster to conduct audit. Accordingly, Broadcaster would be entitled to disconnect the signals of the Channels of the Broadcaster after following due process of Applicable Law.
- 10.8 The Operator acknowledges that in the event the Operator confirms a date for audit of its System to the Broadcaster and consequently the TRAI empanelled auditor appointed by the Broadcaster along with Broadcaster's representative reaches the Operator's headend on the scheduled audit date and where the audit is cancelled or postponed or abandoned, due to any reason attributable to the Operator, in such a case entire cost for the said audit (including but not limited to cost towards travelling, lodging and boarding of the entire team) shall stand to the account of the Operator as due and payable to the Broadcaster. The Operator agrees to pay the aforesaid cost to the Broadcaster upon a demand being raised by the Broadcaster on the Operator in this regard.
- 10.9 OPERATOR shall allow presence of not more than 2 KALAINAR TV representatives during broadcaster caused audit in accordance with this Agreement.
- 10.10 The OPERATOR shall provide full cooperation to the empaneled Auditors appointed by KALAINAR TV in order to carry out the audit including but not limited to granting unfettered, unqualified and unrestricted access to OPERATOR'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. OPERATOR 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 OPERATOR 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 Validations as stated in Clause 15 herein below. Any breach by or on the part of the OPERATOR with regard to the above covenants shall be construed as material breach of this Agreement.
- 10.11 OPERATOR shall maintain all the relevant records including but not limited to the records pertaining to packaging, penetration, Logical Channel Numbers (LCN) of KALAINAR TV Channels along with sequential positioning thereof within the genre and shall submit the monthly report thereof in a stipulated format to KALAINAR TV.

11. Representations and Warranties

11.1 The Operator represents, covenants, warrants and undertakes to Broadcaster as follows:

- i. it has requisite power and authority to enter into the Agreement and to fully perform its obligations hereunder;
- ii. by executing this Agreement, the Operator is not in breach of any of the provisions contained in any other agreement executed by the Operator with any third party;
- iii. it has the appropriate net worth, necessary infrastructure including office, support staff and the equipment for running the Platform smoothly and efficiently and discharging its entire obligations under this Agreement;
- iv. it shall abide by the Applicable Laws including Cable TV Act and Interconnection Regulations;
- v. it shall duly inform Broadcaster in the event of any changes or termination in its registration/license;
- vi. the STBs, CAS and SMS shall comply with the Technical Specifications and the Operator agrees that the STBs and their installed CAS microchip used by the Subscribers shall prohibit use of digital outputs;
- vii. it shall provide the accurate Subscriber Reports and pay the Monthly Subscription Fees on the Due Dates, together

- with applicable taxes;
- viii. it shall not retransmit the Channels via any medium other than the Operator's Platform;
- ix. it shall provide Broadcaster with 10 STBs for which Broadcaster shall pay applicable charges authorized for every Channel distributed by the Operator for monitoring the anti-Piracy;
- x. it shall maintain for the Channels first-class signal transmission quality in accordance with the highest international industry standards. The Operator 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 Broadcaster of any degradation to signal of any of the Channels;
- xi. it shall ensure that EPG functionality, user interface and on screen display ("OSD") appears at the Subscriber's option provided such interface appears at the bottom part of the screen and does not cover more than 10 % of the television screen size and does not obscure the program on the Channel;
- xii. it undertakes not to, either itself or through others, copy, tape or otherwise reproduce any part of the Channels;
- xiii. it shall not copy or tape programmes for resale or deal in any copied programmes and shall immediately notify Broadcaster of any unauthorized copying, taping or use of any part of the Channels and shall fully cooperate with all requests by Broadcaster to take such steps as are reasonable and appropriate to cause such activities to cease;
- xiv. the content stored in the PVR or DVR shall always be encrypted and shall not be capable of transfer to and/or play on other devices;
- xv. it shall not push content onto the STBs, there shall not be automatic advertisement skipping function and/or the Operator shall not create a virtual video-on-demand or other on demand service in respect of the Channels;
- xvi. it shall not discourage in any manner whatsoever the Subscribers and/or general public at large from not subscribing to the Channel(s) and/or it shall not engage in any kind of negative marketing/advertising/running scrolls that may discourage the Subscribers and/or general public at large from subscribing the Channel(s);
- xvii. it shall not modify, misuse or tamper with the Equipment including the seal (paper or holographic seal to prevent opening of the Equipment) or any signals emanating therefrom in a manner that prevents the correct identification of the Equipment by their original identification code or interferes with the signals emanating therefrom;
- xviii. it shall keep the Equipment in good and serviceable order and condition to the satisfaction of Broadcaster and bear all expenses for general repairs and maintenance of the same and it shall immediately notify Broadcaster in the event of any mechanical/technical fault in the Equipment;
- xix. it 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 Broadcaster against any default or non-payments in this regard;
- xx. upon expiry/termination of the Agreement, it shall return to Broadcaster the Equipment in good working condition and pay to Broadcaster all outstanding payments that may be payable to Broadcaster under the Agreement on the date of termination;
- xxi. it further ensures that the Channels shall only be activated through the digital addressable STB which meets the specifications prescribed by Bureau of Indian Standards ("BIS");
- xxii. once the Channels are included in a Bouquet, the Operator shall not stop exhibition of the Channels without strictly following the procedure prescribed for changing the composition of the Bouquet under the Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017 and shall also be under a legal obligation to comply with the conditions stipulated in the Incentive Scheme opted by the Operator (if any);
- xxiii. it shall allow distinct choice of Channels and Bouquets of Channels to each TV connection or set top box in a Multi TV Home.
- xxiv. it shall comply and remain fully compliant with the terms of this Agreement at all times during the Term;

- xxv. it shall not make its Subscribers take other channels or services or fulfil any other commercial consideration, apart from Network Capacity Fees as stipulated by TRAI/Applicable Laws, as a precondition to receive the signals of the Broadcaster;
- xxvi. it shall not pledge, charge or encumber or in any way part with the possession of the Equipment without the prior written permission of Broadcaster;
- xxvii. none of Broadcaster's Channels shall be included in any package or tier that contains any channel with pornographic content or any gambling channel or any channel which is prohibited to be broadcasted under the Applicable Laws;
- xxviii. it has obtained, and shall maintain in full force, during the Term of this Agreement, all approvals and consents necessary to perform its obligations under this Agreement and operate the business it is conducting in connection with this Agreement, as applicable and no consent, authorization, licence or approval of any Governmental Authority that has not been applied for or obtained is required to authorize the execution, delivery, or performance of this Agreement;
- xxix. It is financially solvent and is capable of discharging its payment obligations under this Agreement; and
- xxx. It shall not discontinue carrying the television Channel(s) of the Broadcaster on its network unless the requirement as regards the discontinuation threshold for a television Channel as prescribed in Schedule VIII of Regulation 4(8) of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations 2017 as amended by the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) (Second Amendment) Regulations, 2020; is fulfilled.
- xxxi. The Operator hereby agrees to read, understand and comply with KALAINAR TV's code of conduct as updated from time to time, and located at https://www.Kalaignar Tvconnect.in/HRPolicies/policies/Code_of_Conduct_Policy.pdf ("Code") and agrees to conduct business in strict legal compliance and with the highest ethical standards. The Operator further agrees to comply with KALAINAR TV's Whistle Blower Policy, as updated from time to time, and located at https://www.Kalaignar Tvconnect.in/HRPolicies/policies/Whistleblower_and_Vigil_Mechanism_Policy.pdf ("WBP"). The Operator further agrees to report to KALAINAR TV about any form of corruption (including without limitation financial malpractice, dishonesty, money laundering, corruption and fraud), or any other unethical and/or suspected behaviour that may impact KALAINAR TV in any manner during the Term of this Agreement. The Operator shall duly disseminate the details of the WBP and contact number of the Vigilance Officer to all their employees, representatives, agents and business associates.

11.2 Other Obligations of the Operator

- a. The Operator shall intimate KALAINAR TV promptly in writing via **Service form 5- Form For Change Of Control**, regarding the proposed merger, de-merger, amalgamation, consolidation, reorganization, joint venture, corporate restructuring or any other business arrangement involving the Operator or any change of control/management or acquisition of majority stake or controlling stake of the Operator by any other entity or acquisition by the Operator of a majority stake or a controlling stake in any other entity or selling the whole or a substantial portion of the Operator's assets and/ or purchasing by the Operator of the whole or a substantial portion of the assets of another entity ("Change Event"). In event of the aforementioned scenarios, KALAINAR TV reserves its right to deactivate the signals of the KALAINAR TV Channels to Operator's network as per Applicable Laws.

If the Operator merges with, acquires or is acquired by a competing distribution platform operator operating in the Authorised Area ("**Competing Platform**") and the Channels are not carried on the Competing Platform at the time of merger and in the event following the merger the Competing Platform carries the Channels/s pursuant to this Agreement or the Operator distributes the said Channel to the Subscribers of the Competing Platform, the Operator or the successor company shall be obligated to pay the Broadcaster the Monthly Subscription Fee from the effective date of the merger, on the basis of this Agreement within 30 days from the date of the merger based on the revised subscriber base of Operator and the Competing Platform or the successor company/affiliates/joint ventures/networks (as the case maybe).

If the Operator merges with, acquires or is acquired by a Competing Platform and the Channel(s) are carried on Platform and the Competing Platform, then the Monthly Subscription Fee payable by the combined entity / platform would be in accordance with the respective agreements of the Broadcaster, with the platform and Competing Platform prior to such merger, till a fresh agreement is entered into with the Broadcaster for the combined entity.

Without prejudice to the aforesaid provisions, the Operator agrees not to connect or make available the signals of the Channels through the distribution system/DAS to any Independent Affiliate, having outstanding arrears payable to the Broadcaster, without the Broadcaster's prior written consent vide a written agreement. The Broadcaster has the right to withhold such consent in its sole discretion, till such time that the Independent Affiliate or the Operator does not clear all the outstanding amounts payable by the Independent Affiliate to the Broadcaster for such time the Independent Affiliate has been availing the signals of the Channels.

The Operator further agrees to intimate KALAINAR TV regarding a proposed Change Event promptly by submitting the Service Form 5 for Change of Control made available on KALAINAR TV's website. In which event, KALAINAR TV reserves its right to deactivate the signals of the Kalaingar Tv Channels as per applicable Laws

- b. The Operator shall not offer limited period exhibition of any Channel(s) to Subscribers.
- c. The Operator shall not distribute the Channels outside the Authorised Area through any other mode without the express written consent/agreement of the Broadcaster.
- d. The Operator shall display name and maximum retail price of all the Channels opted by the Operator in its electronic programme guide.
- e. Any agreement entered into by the Operator, its sub-operators and their respective Affiliates with a Subscriber shall not relieve the Operator, its sub-operators and their respective Affiliates of any of their obligations under this Agreement and Operator shall ensure that such agreements are not in any way prejudicial to the rights and obligations between the Parties as set out in this Agreement.
- f. The Operator shall offer to all Subscribers the bouquet(s) of the Channels offered by Broadcaster for which interconnection agreement has been signed with the Broadcaster, without any alteration in composition of the bouquet(s). In case, the Operator opts for certain bouquet(s) but does not carry all the channels constituted in the bouquet, then the Operator shall be liable to pay for the Channels on an ala-carte basis.
- g. The Operator shall make the payment of Monthly Subscription Fee irrespective of the Operator's collection of the invoiced Monthly Subscription Fee from its sub-operator/affiliate/LCOs/Subscribers in a timely manner, the Operator shall pay the Monthly Subscription Fee on or before the Due Date prescribed in this Agreement.
- h. The Operator undertakes that it shall ensure and cause its Affiliates/LCOs who would be transmitting the signals of the Channels to the subscriber to comply with the terms of this Agreement and the requisite TRAI Regulations. The Operator acknowledges that in case of breach of this undertaking the Broadcaster shall be entitled to switch off the signals of the Channels. The Operator shall also provide details of such Affiliates/LCOs and keep the Broadcaster updated in this regard from time to time.
- i. In case the Operator operates through any of its Joint Venture/affiliate/associate Network(s) in different parts of the Cities/Country then it shall be the sole responsibility and obligation of the Operator to clear all the entire accumulated arrears/dues which are not paid by any such Joint Venture/affiliate/associate entities of the Operator to the Broadcaster in DAS I, DAS II, DAS III and DAS IV areas referred to as "DAS" notified areas. Further it is also agreed by the Operator that any other Independent Affiliate taken over by the Operator during the Term of this Agreement shall be treated as JVs and the Operator shall be liable to make additional payment for such JVs acquired during the Term of this Agreement.
- j. The Operator acknowledges and agrees that if it facilitates the broadcast of the competition channels in the same genre in multiple languages, the Operator shall extend the same facility to the Broadcaster's Channels as well at no additional cost.

12. Intellectual Property

- 12.1 Unless notified to the contrary by Broadcaster, in all trade references, advertising, promotion and marketing, the Channels shall be referred to exclusively as designated herein. As between Broadcaster and the Operator, Intellectual Property over the Channels, marks associated with the Channels, logo, and names shall belong exclusively to Broadcaster or its Affiliates or Broadcaster's rights holder (collectively referred to as "**IP Owners**"). Operator shall not claim adversely to or challenge the rights of the IP Owners with respect to any Intellectual Property thereof. To the extent any of such rights are deemed to accrue to the Operator, the Operator agrees that such rights are the exclusive property of the respective IP Owners and agrees to renounce such rights and sign all necessary documents which Broadcaster may require the Operator to do. The Operator shall not use any material contained in any of the Intellectual Property without the prior written consent of Broadcaster. If Broadcaster authorizes such use, the Operator shall use such Intellectual Property in connection with the Channels only and only in accordance with Broadcaster's written instructions. Broadcaster reserves the right to inspect any such material at any

time without prior notice. The Operator shall not use any Intellectual Property as part of a corporate name or of a trade name or seek to register any Intellectual Property which in Broadcaster's opinion is colorable imitation or deceptively similar to the Intellectual property. The Operator shall include appropriate copyright and other legal notices as Broadcaster may require and shall promptly call to the attention of Broadcaster the use of any Intellectual Property, or of any names or marks that resemble any Intellectual Property by any third party in the Authorized Area. The Operator shall within 10 days after termination of this Agreement return to Broadcaster, or at Broadcaster's request, destroy all material, used for the purpose of printing or reproducing, any Intellectual Property or any other names or marks that in the opinion of Broadcaster are similar to any Intellectual Property, and shall transfer or cause to be transferred to the IP Owners (and at no cost to Broadcaster or any of the IP Owners) all interest in and to any graphic representation created by or for the Operator of any Intellectual Property.

- 12.2** The Operator shall not use any Intellectual Property for any other purposes including marketing and promotional purposes, except for the purpose of promoting the availability of the Channels on the Platform subject to prior written approval of Broadcaster. However, the Operator can use the Channel Marks to promote the Channel(s) through programme guide, programme listing and for the purpose of displaying the electronic program guide if any.
- 12.3** The Operator shall use its best efforts to promote an awareness of the Channel among its Subscribers and potential subscribers. The Operator acknowledges that the Channel Marks and associated marks and names (and the names of programs which appear in the service) are and shall remain the exclusive property of the Broadcaster /IP Owners and its licensor(s), as applicable. The Operator has not and shall not acquire any proprietary or other rights or interests therein by reason of this Agreement. The Broadcaster shall have the sole discretion to approve the use of such Channel Marks by the Operator with respect to the programmes included in the Channels. The Operator shall keep fully confidential and shall not publish or disseminate any material or information which violates any conditions imposed by Broadcaster or its programme suppliers/licensor(s) and disclosed to Operator by Broadcaster for the purpose of this Agreement.

13. Advertising/ Marketing/Promotion

- 13.1** The Operator shall promote the Channels in the same manner and to the same extent as any other channels distributed by the Operator on its Platform; provided that the Operator may carry out any specific promotion with respect to certain specific channels, if such channels provide the Operator with financial assistance with respect to such promotion. Notwithstanding the foregoing, the Operator agrees that it shall provide Broadcaster with the same opportunity to carry out specific promotions for the Channels. Moreover, the Operator agrees that the Channels will be treated similarly in terms of size and prominence (taking into consideration the context) to other channels in any advertising material where the Channel Marks appear with the logos and names of all other channels. In any promotion and marketing of the Channels, the Operator shall use only promotional material provided or pre-approved by Broadcaster in strict adherence to Broadcaster's instructions or if the marketing materials for the Channels are created by or on behalf of the Operator, these must be submitted to Broadcaster for Broadcaster's prior written approval. Broadcaster shall make available to the Operator promotional and marketing materials in accordance with Broadcaster's prevailing current practices. Broadcaster may, from time to time, undertake marketing tests and public polls or other research in connection with the Channels. The Operator shall cooperate with Broadcaster in such research by making available information reasonably requested by Broadcaster including the relevant data and address details of its Subscribers. Broadcaster and the Operator agree to discuss joint marketing efforts and the coordination of marketing and promotion for the Channels and the Platform.
- 13.2** Notwithstanding anything contained elsewhere in this Agreement, the Operator shall not without the prior written permission of Broadcaster promote or associate itself in any manner whatsoever with any programming carried on the Channels. Specifically, the Operator shall not market, promote or in any other manner whatsoever seek to draw any association between Operator and any programme on the Channels. The Operator may only use the official logo of the Channels for any non-commercial purpose, promotional or marketing of the Channels on the Operator's network and provided such use is first approved by Broadcaster in writing.
- 13.3** The Operator shall not:
- i. engage in any kind of promotions, special screenings, private shows, exhibit in public viewing areas, any special schemes or any deals involving any particular event, show or programme on the Channels;
 - ii. use or exploit any of the logos or marks or the title of any event, show or programme of the Channels including without limitation, engaging in promotions via cutouts, banners or hoardings displaying any brand names or logos or trademarks of any such event; and
 - iii. obscure the viewing of any Channel by inserting any form of graphics, pop ups, aston bands, scrolls, squeezers, pre-rolls, post rolls, logos, brand names, virtual advertising, etc.

14. Term

- 14.1 Unless terminated in accordance with the terms hereof, this Agreement shall be valid for such time period as specified herein, forming part of this Agreement which shall not exceed 12 months from Agreement Start Date i.e. February 1, 2023.
- 14.3 The Parties shall enter into new written interconnection agreement before the expiry of this Agreement. KALAINAR TV will send a written notice to the Operator at least sixty (60) days prior to date of expiry of this Agreement to enter into new interconnection agreement.
- Provided further that if the Parties fail to enter into new interconnection agreement before the date of expiry of this Agreement, KALAINAR TV will disconnect the retransmission of the signals of the Channels on the expiry date of this Agreement.
- Provided further that the Operator shall, fifteen days prior to the date of expiry of this Agreement, inform its subscribers through scrolls on its Platform:
- a) the date of expiry of this Agreement;
 - b) the date of disconnection of signals of KALAINAR TV Channels in event of its failure to enter into new interconnection agreement.
- 14.4 Any signed Agreement from the Operator shall not be legally binding if it is received after a new version of RIO/ Agreement is uploaded by KALAINAR TV on its website. In the event KALAINAR TV modifies and uploads a revised RIO/ Agreement on its website, any unexecuted Agreement(s) of previous RIO versions shall be null and void.

15. Termination and Suspension

- 15.1 Subject to applicable Law and without prejudice to other rights and remedies available to KALAINAR TV under this Agreement and Applicable Law, either Party shall have a right to terminate the Agreement forthwith/by providing a prior Disconnection Notice to the other Party in the event of:
- i. any material breach of the Agreement by the other Party which has not been cured within twenty-one (21) days of being required in writing to do so;
 - ii. the bankruptcy, insolvency or appointment of receiver over the assets of the other Party or admission of any winding up petition against the other Party; or
 - iii. The Operator's License or any other material license necessary for the Operator to operate its Platform being revoked at any time other than due to the fault of the Operator.
- 15.2 Broadcaster shall have the right in its sole discretion to forthwith suspend the delivery of Channels and/or terminate the Agreement forthwith/by providing a prior disconnection notice as per Applicable Laws to the Operator in any of the following events:
- i. revocation, termination or suspension of the Operator's License or any other material license necessary for Operator to operate its Platform;
 - ii. any material breach of the Agreement which in Broadcaster's sole opinion is not capable of a remedy;
 - iii. any breach of the Agreement which, if capable of a remedy within 10 days' notice period, is not remedied by the Operator to the satisfaction of Broadcaster during the period of Disconnection Notice;
 - iv. If Operator fails to make payment of the Monthly Subscription Fees on or before the Due Date;
 - v. material breach related to non-submission of Subscriber Report
 - vi. material breach related to anti-piracy, if such breach is not cured within the initial notice period of two (2) days
 - vii. If there is change in the ownership, management or control of the Operator which is not pre-approved by Broadcaster.
 - viii. The Operator fails to execute the fresh Interconnection Agreement on the expiry of the Agreement as set out hereinabove.

It is hereby clarified between the Parties hereto that during the Term of the Agreement, if supply of signals of the Channels of the Broadcaster has been discontinued to Operator's network inter alia due to non-payment of the monthly subscription fees / non-submission of MSRs / non-submission of audit report/not allowing the Broadcaster to audit the system/ non-compliance of the technical requirements (as mandated under the TRAI Regulations) as may have been pointed out by the TRAI empanelled auditor in the course of conduct of the audit of the Operator's SMS and CAS systems, the supply of signals may be reactivated/restored by the Broadcaster at its discretion upon the breach being remedied by the Operator to the satisfaction of the Broadcaster during the Term. In such an event, the Agreement shall be deemed to be valid only for the remainder period of the Term. However, in the event where the breach is not remedied during the validity of the Agreement, the signals may be reactivated by the Broadcaster only upon execution of a fresh interconnection agreement by the Operator and suitable remediation of the breach to the satisfaction of the Broadcaster.

- 15.3 The Operator shall have the right to terminate the Agreement if the Operator discontinues its business and provides at least 90 (ninety) days prior written notice vide **Service form 6- Form for Discontinuation of Operations**, which is provided under this agreement and KALAINAR TV's website.
- 15.4 The Broadcasdater shall have the right to disconnect/discontinue any of the Channels / Bouquet(s) or make changes in the nature or composition of the Channel(s)/Bouquet(s) (as the case may be) at any time by giving a prior written notice of 21 (twenty-one) days or such other notice period as mandated under the Applicable Laws.
- 15.5 Broadcaster shall have the right to terminate this Agreement by a written notice to the Operator if the Operator breaches any of the Anti-Piracy Obligations and fails to cure such breach within ten (10) days of being required in writing to do so.
- 15.6 In the event the Applicable Laws are amended during the subsistence of this Agreement in a manner to remove the period for which the Disconnection Notice needs to remain valid before the signal of any or all of the Channels are switched off and accordingly the Agreement can be partially or wholly terminated respectively by Broadcaster, the remedy period for Operator's breach in Clause 15.2 (iii) shall be such period as may be prescribed by Broadcaster in its Disconnection Notice to the Operator.
- 15.7 The Broadcaster shall have the right to discontinue/remove/withdraw one or more Channels ("**Affected/Removed Channels**"), as per Applicable Law and subject to clause 15.4. Once a Channel becomes an Affected/Removed Channel, the same shall cease to be made available by Broadcaster on A-la-carte and/or as part of Bouquet. In case of any Broadcaster Channel being discontinued by the Broadcaster, effective MRP of the subscribed Bouquet consisting such Channel(s), would get adjusted by a factor of A-la-carte price of removed Channel(s) to sum of A-la-carte prices of all channels forming part of that subscribed Bouquet.
- 15.8 Upon expiry or termination of this Agreement for any reason:
- i. each Party shall return to the other Party the Confidential Information, all materials and information (including intellectual property) pertaining to the other party or destroy the same upon being advised to do so by the other party. The Operator shall forthwith cease to use the Confidential Information pertaining to the Broadcaster;
 - ii. the Operator shall return the Equipment supplied by Broadcaster in accordance with the terms of this Agreement; and
 - iii. the Operator shall cease to make any representations that it is associated with Broadcaster or the Channels.
 - iv. cease to distribute/re-transmit Broadcaster's Channels' to the Subscribers
 - v. The Operator shall within seven (7) days from the date of termination deliver to Broadcaster all due and pending Reports and shall pay all pending payments including interest accrued to Broadcaster till date of deactivation;
- 15.9 Termination or expiry of this Agreement will not affect the Operator's obligations that are meant to survive the expiry or termination of this Agreement including the payment of the Monthly Subscription Fees payable under this Agreement. For purposes of clarity, where the Agreement is terminated in accordance with the provisions hereof the Monthly Subscription Fees shall be payable until the effective date of termination.
- 15.10 Pursuant to Clause 15.2 of this Agreement and without derogating in any manner the right of Broadcaster to terminate this Agreement, where Broadcaster opts to suspend this Agreement partially in respect of certain specified Channels ("**Suspended Channels**") or whole of this Agreement in respect of all the Channels , then Broadcaster shall have a right, in addition to all the other rights and remedies available to Broadcaster in law, contract or equity, to claim the Monthly Subscription Fees in respect of all the Channels or the Suspended Channels, as the case may be, for the period starting from when the suspension is promulgated by Broadcaster through and until the Agreement is either reinstated or terminated by Broadcaster.
- 15.11 It is agreed and acknowledged by the Operator that if Broadcaster chooses to terminate the Agreement in its entirety or partially in respect of certain Suspended Channels due to the Operator having failed to remedy the breach notified by Broadcaster pursuant to Clause 15.2 due to which Broadcaster had suspended the Agreement, Broadcaster may not be required to provide a fresh Disconnection Notice if it is not required by the Applicable Laws.
- 15.12 The provisions of clause related to Indemnification, Limitation of Liability and Confidentiality shall survive the termination of this Agreement

16. **Indemnification, Limitation of Liability**

- 16.1 The Operator shall indemnify and hold Broadcaster and its respective officers, directors, employees, agents and Affiliates, harmless from and against any and all losses, claims, damages, liabilities, costs and expenses (including reasonable attorneys' fees and related costs) arising out of: (a) the breach of any representation, warranty, covenant or undertaking made by the Operator hereunder or any other obligation of the Operator arising out of this Agreement; and (b) any third party claims that are brought against the Broadcaster which arise due to breach of any terms of this Agreement or misrepresentation by the Operator or breach of a covenant, undertaking or warranty by the Operator. Broadcaster shall notify the Operator in writing of the claim or action for which such indemnity applies.
- 16.2 The Broadcaster shall not be liable to the Operator, any Subscriber or to any third party, whether under contract, tort or otherwise, for any indirect, special, incidental or consequential damages or for any lost profits, business, revenues or goodwill arising out of or in connection with this Agreement or the provision of the Channels or inability to provide the same whether or not due to suspension, interruption or termination of the Channels or for any inconvenience due to deprival of any programme or information whether attributable to any negligent act or omission or otherwise.
- 16.3 The aggregate liability of Broadcaster and its Affiliates to the Operator for any and all loss, damage, cost and expense arising out of or in connection with (and whether arising before or after termination of) this Agreement, whether in contract, tort (including negligence), pre-contract or other representations (other than fraudulent misrepresentations) or otherwise, shall not exceed the sum equal to the Monthly Subscription Fee for the last month actually paid by the Operator to Broadcaster under this Agreement.
- 16.4 The Operator undertakes that it shall be solely responsible for dealings with the Subscribers and shall be liable for any claims, actions, demands or proceedings by the Subscribers arising out of the actions or omissions of Operator. Nothing in this Agreement or the contract(s) executed between the Subscriber and the Operator or its Affiliates or the LCOs shall entitle the Subscriber to receive the Channels from Broadcaster or create any direct relationship between the Subscriber and Broadcaster.
- 16.5 It is expressly understood and agreed between the Parties that KALAINAR TV shall have no liability or obligation whatsoever under this Agreement, towards the Operator, the Subscribers or any other person or Authority, arising from and/or in respect of:
- a) any defect in any Equipment (including without limitation IRDs / Viewing Cards) attributable to or resulting from any unauthorized/improper use, tampering, negligence or failure to follow KALAINAR TV's instruction, or any use of the Equipment with any apparatus or Equipment not authorized by KALAINAR TV, in which event KALAINAR TV shall not be under any obligation to provide Operator with any other Equipment;
 - b) deactivation, disconnection, interruption of KALAINAR TV Channels or termination of this Agreement by KALAINAR TV in accordance with the terms of this Agreement for any reason whatsoever (including without limitation on account of non-payment of the Monthly Subscription Fee by the Operator or on account of any other breach of this Agreement by the Operator); or
 - c) failure on the part of the Operator to maintain the licenses and approvals required under Applicable Law.
 - d) any delay or failure in the performance of this Agreement caused by any reason or event beyond the control of KALAINAR TV;
 - e) any inaction or default on the part of the Operator, its distributor or installer;

17. **Governing Law and Jurisdiction**

The governing law shall be Indian law. TDSAT shall have the exclusive jurisdiction in respect of any dispute between the Parties arising out of or in connection with or as a result of the Agreement. Nothing contained in this Agreement shall be construed as restricting or limiting the right of Broadcaster to take action for violation of its rights under all Applicable Laws.

18. **Miscellaneous**

18.1 **Entire agreement and binding effect**

- i. This Agreement shall constitute the entire agreement between the Parties with respect to the subject matter contained herein, and shall supersede all prior reference interconnect offer, interconnection / subscription agreements, understandings, minutes of meetings, oral or written, with respect thereto. Subject to the terms and conditions hereof, this Agreement is binding upon and will inure to the benefit of the parties and their respective successors.
- ii. The Operator acknowledges that this Agreement is without prejudice and subject to the outcome of the order(s) of the High Court of Delhi in W.P.(C) No. 4091 of 2017, W.P.(C) No. 4135 of 2017, W.P.(C) No. 7017 of 2017, W.P.(C) No. 506/2016 & CM APPL. 2085/2016, W.P.(C) 5161/2014 & CM APPLs. 10283/2014, 9629/2015 & 18139/2015 or

any other appeal/writ petition pending before any Authority/Court in connection with any of the subject matter contained herein or any further challenges arising from such writ petitions. The Broadcaster reserves the right to modify/terminate this Agreement, subject to the outcome of the aforesaid appeal/Writ Petition(s).

- iii. The Operator acknowledges that the Broadcaster reserves the right to modify this Agreement at its sole discretion.

18.2 Force Majeure

- i. If on account of a Force Majeure Event, either Party cannot perform its obligations hereunder for more than 30 (thirty) days, then either Party shall be entitled to terminate this Agreement by providing the other Party a prior written notice of 15 (fifteen) days or such other notice period as mandated under the Applicable Law.
- ii. The Party affected by the Force Majeure Event must promptly notify to the other Party in writing (that is within 48 hours) of the occurrence and nature of the Force Majeure Event, its impact and the mitigation plan. No such notice shall be necessary in case a regulation having the force of law which applies to the Parties upon its notification or publication for general information and qualifies as a Force Majeure Event.
- iii. The Broadcaster shall not incur any liability if the Broadcaster fails to transmit or make available the Channels on account of Force Majeure Event. For the avoidance of doubt, if this Agreement is terminated pursuant to this Clause 19.2, neither party shall have any liability to the other as a result of such termination (provided that rights and liabilities which accrued prior to such termination shall continue to subsist). Notwithstanding the foregoing or any stipulation to the contrary contained in this Agreement, the Monthly Subscription Fee shall accrue and be payable by the Operator subject to the Force Majeure Event for the period during which the Force Majeure Event continues and/or until the Agreement is terminated by Broadcaster hereunder.

18.3 Confidentiality

- i. The Parties agree to keep all information confidential including without limitation, data pertaining to the business of the other party, details of the other party's affiliates, subscriber details, Subscription Fees, pricing, information regarding the strategy and volume of business of the other Party strictly confidential at all times.
- ii. Any information provided by one Party to the other Party under this Agreement is to be held strictly in confidence by the other Party and shall not be used by the other Party for a purpose other than the purpose for which it is intended under this Agreement without written consent of the other Party.
- iii. Other than the existence of this Agreement and the terms of this Agreement which are or come to the public domain

The logo for Kalaigar TV, featuring a stylized sun with rays in the background. The word 'கலைஞர்' (Kalaigar) is written in large, white, Tamil script on a red rectangular banner at the bottom.

with no fault of either Party or due to the Applicable Laws, no terms or conditions herein, nor any matters relating to the course of dealings between the Parties including all subscriber related information or any information pertain to the business of the operator/Broadcaster shall be disclosed to any third party, except to auditors (as a part of normal reporting procedure), attorneys, affiliated companies, employees, directors, officers, consultants, investors or lenders, or potential investors or lenders, on a need-to-know basis, and except as may be required by any applicable government agency, regulatory body or court.

18.4 Notices

All notices must be in writing sent during working hours, by personal delivery or courier or registered post or email to such address of Broadcaster and Operator as specified in this Agreement, unless otherwise notified in writing by either Party. A notice will be deemed to have received by the other Party: (a) immediately when delivered via email or by personal delivery; (b) on the 2nd business day when sent by courier; and (c) fifth business day when sent by registered post.

18.5 Assignment

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

18.6 Amendment

No amendment to this Agreement shall be valid unless prepared in writing and signed by the authorized signatories of each of the Parties.

18.7 Survivability

The Parties shall have no further obligations or rights under this Agreement after the end of the Term, without prejudice to any obligations or rights which have accrued to either Party at the end of the Term. All provisions of this Agreement the survival of which is necessary for the interpretation or enforcement of such provisions and the Agreement shall continue to have effect after the end of the Term.

18.8 Specific Performance

The Operator agrees and acknowledges that damages in certain circumstances may not be an adequate remedy for Broadcaster and therefore Broadcaster shall be entitled to an injunction, restraining order, right for recovery, suit for specific performance or such other equitable relief as a court of competent jurisdiction may deem necessary or appropriate to restrain the Operator from committing any violation of this Agreement or to enforce the performance of the covenants, representations and obligations contained in this Agreement. These injunctive remedies are cumulative and are in addition to any other rights and remedies Broadcaster may have at law or in equity, including without limitation a right for damages.

18.9 Guarantee

The Operator shall procure that its permitted and authorized sub-operators who are operating in the Authorized Area comply with the terms of this Agreement and perform their obligations hereunder. The Operator guarantees the performance of the obligations of its permitted and authorized sub-operators under the terms of this Agreement. Any

For Kalaignar Tv Private Limited.	_____
	Name: _____
	Designation: _____
	*Date: _____

**The Agreement execution date shall be deemed to be the date on which the Operator/Broadcaster has last signed the Agreement.*



SCHEDULE A

VALIDATION FORM

Term*: One year from Agreement Start Date.

Agreement Start Date: February 1, 2023

Authorized Area(s)/Territory: (please provide complete details):

Details of agreed areas for distribution of signal of Subscribed Channels by the Operator:

Details of Area Serviced by Operator (Territory):

State / Union Territory in which the Authorised Area is located	District(s) covered	Authorized Area/Territory (City/area)	Head-end of Operator from which the signals of Kalaingar Tv Channels are serviced in such Authorized Area(S)

Note: City shall mean the municipal limit of that particular city

Bill code:

Bill Code	Applicable GSTIN	Area Catered by Bill Code

Details of Conditional Access Systems (CAS) and Subscriber Management Systems (SMS) deployed by Operator (Attach extra sheet if required and provide the complete details).

Sr. No.	Details of SMS deployed	Details of CAS deployed

**In the event the Operator has deployed additional CAS and/or SMS, the certificate to be issued for each CAS and/or SMS deployed*

CHANNELS AND BOUQUETSi) **A-LA-CARTE AND BOUQUET MRP OF THE CHANNELS**I. **A-LA-CARTE MAXIMUM RETAIL PRICES OF STANDARD DEFINITION AND HIGH DEFINITION CHANNELS**

A. List of Standard Definition (SD) Pay Channels of the Broadcaster offered on A-la-Carte basis with MRP of the Channel:

Sr. No.	Select / Checkbox	Name of the Channel	Genre	Language	Maximum Retail Price (MRP) per subscriber per month of the Channel offered on A-la-Carte Basis (in Rs.) excluding all applicable taxes	A-la-Carte Channel Code
1	<input type="checkbox"/>	Kalaignar TV	General Entertainment	Tamil	12.00	KGR001
2	<input type="checkbox"/>	Kalaignar Isaiaruvi	Music	Tamil	4.00	KGR002
3	<input type="checkbox"/>	Kalaignar Siripolli	General Entertainment	Tamil	8.00	KGR003
4	<input type="checkbox"/>	Kalaignar Murasu	Movies	Tamil	12.00	KGR004
5	<input type="checkbox"/>	Kalaignar Seithigal	News	Tamil	1.00	KGR005

Note:

- The MRP mentioned for the a-la-carte Pay Kalaignar Tv channel(s) are per "subscriber" per month.
- "Subscriber" for the purpose of calculation of Subscription Fee shall mean for any calendar month, each Set Top Box ("STB"), which is availing Kalaignar Tv Channels.
- MRP of Pay Kalaignar Tv Channels offered on A-La-Carte basis mentioned herein above are excluding taxes and levies imposed by local and / or the Central Government including but not limited to GST, etc. (as applicable).

ii. **BOUQUET OF PAY CHANNELS OF THE BROADCASTER ALONG WITH MRP:**

A. **List of Bouquet(s) of Pay Kalaignar Tv Channels with MRP of the Bouquet**

Sr. No.	Select / Checkbox	Bouquet Name	Kalaignar Tv Bouquet Code
1	<input type="checkbox"/>	Kalaignar Tamil Bouquet	KGRTV001

Total Count of Bouquet(s) Availed by Operator: _____

BOUQUET COMPOSITION

Bouquet Availed (Yes/No)	
Kalaignar Tv Bouquet Name	Kalaignar TV Tamil Bouquet SD
Kalaignar Tv Bouquet Code	KGRTV001
Maximum Retail Price (MRP) of the Bouquet per subscriber per month (in Rs.) excluding all applicable taxes	25
Sr. No.	Name of the Channel
1	Kalaignar TV
2	Kalaignar Isaiaruvi
3	Kalaignar Siripolli
4	Kalaignar Murasu
5	Kalaignar Seithigal

Note:

- *Applicable taxes extra

IN WITNESS WHEREOF, the Parties have executed this Agreement:

For _____	_____ Name : _____ Designation: _____ *Date: February 1, 2023
For Kalaignar TV Private Limited	_____ Name: _____ Designation: _____ *Date: February 1, 2023

**The Agreement Start Date shall be deemed to be the date on which the Operator/Broadcaster has last signed the Agreement.*

SCHEDULE B

CALCULATION OF SUBSCRIPTION FEE AND PAYMENT TERMS

I. Subscription Fee:

- (i) "KALAINAR TV's share of MRP" will be equal to the "MRP of A-la-Carte / MRP of Bouquet of Pay KALAINAR TV Channel(s)" per month less of "Distribution Margin".
- (ii) For each month or part thereof during the Term of the Agreement, the OPERATOR shall pay to KALAINAR TV, "Subscription Fee" to be calculated as KALAINAR TV's Share of MRP multiplied by Monthly Average Active Subscriber Level of the A-la-Carte Channel or Bouquet as applicable reported by the OPERATOR for that particular month.
- (iii) The Maximum Retail Price (MRP) per subscriber per month of KALAINAR TV Channels availed on A-la-Carte basis set out in **Schedule A** and the MRP of Bouquet of pay KALAINAR TV Channels is set out in **Schedule A** to this Agreement. The MRP mentioned in Schedule A to this Agreement, as referred to above, are exclusive of all taxes and levies.
- (iv) The "Monthly Average Active Subscriber Level" for each channel or bouquet shall be equal to the average of the number of active subscribers subscribing that A-la-Carte channel or bouquet, as the case may be, recorded four times in a month, as provided in Table – 1 and Table – 2 of **Schedule E** respectively. The number of subscribers shall be recorded at any point of time between 19:00 Hrs to 23:00 Hrs. on the designated days.
- (v) For the purpose of calculation of the Subscription Fee payable "Subscriber" means, for any calendar month, each Set Top Box, which is availing the KALAINAR TV Channel(s) and/or bouquet of KALAINAR TV Channels through the OPERATOR.

II. Calculation of Subscription Fee

(a) In case OPERATOR avails one or more or all KALAINAR TV SD Channels on A-la-Carte basis:

- (i) If the OPERATOR is providing the channels on A-la-Carte basis to its subscribers, the Monthly Subscription Fee for such A-la-Carte channel(s) shall be equal to "KALAINAR TV's Share of MRP" of that A-la-Carte Channel multiplied by the number of Monthly Average Active Subscriber Level reported by the OPERATOR for that month for that particular KALAINAR TV Channel(s).

Illustration:

If OPERATOR has opted for Kalaigar Tv on A-la-Carte Basis and the Monthly Average Active Subscriber Level for a particular month reported by the OPERATOR is 10,000 subscribers for Kalaigar Tv, then the Subscription Fee payable by the OPERATOR for that particular month for Kalaigar Tv will be calculated as:

MRP of KALAINAR TV	= Rs. 12.00
KALAINAR TV's Share of MRP	= Rs. 09.60
<i>(Less of Distribution Margin)</i>	
Monthly Average Active Subscriber Level for Kalaigar Tv reported by OPERATOR	= 10,000 subscribers
Subscription Fee for Kalaigar Tv TV for that month	= Rs. 9.60 x 10,000 = Rs. 96,000

Note: The MRP and Subscription Fee mentioned hereinabove is exclusive of applicable taxes and levies.

- (ii) If the OPERATOR does not offer such opted A-la-Carte channel(s) on A-la-Carte basis to its subscriber but offers the A-la-Carte channel(s) in packages of the OPERATOR, then the Subscription Fee for each of the A-la-Carte channels availed by OPERATOR, shall be calculated on the basis of Monthly Average Active Subscriber Level of the package in which such opted A-La-Carte channel has been placed multiplied by "KALAI GNAR TV's Share of MRP" of each channel(s).

Illustration:

If OPERATOR has opted for Kalaig nar Tv on A-la-Carte basis and has placed Kalaig nar Tv in package "X" of the OPERATOR. The Monthly Average Active Subscriber Level for a particular month reported by the OPERATOR is 10,000 subscribers for package X, then the Subscription Fee payable by the OPERATOR for that particular month for Kalaig nar Tv will be calculated as

MRP of KALAI GNAR TV	= Rs. 12.00
KALAI GNAR TV's Share of MRP <i>(Less of Distribution Margin)</i>	= Rs. 09.60
Monthly Average Active Subscriber Level for Package X reported by OPERATOR	= 10,000 subscribers
Subscription Fee for Kalaig nar TV for that month	= Rs. 9.60 x 10,000 = Rs. 96,000

Note: The MRP and Subscription Fee mentioned hereinabove is exclusive of applicable taxes and levies.

(b) In case the OPERATOR avails one or more Bouquet(s) of KALAI GNAR TV SD Channel(s):

- (i) the Monthly Subscription Fee payable by OPERATOR to KALAI GNAR TV for such Bouquet(s) shall be equal to "KALAI GNAR TV's Share of MRP" of the Bouquet multiplied by the Monthly Average Active Subscriber Level availing the Bouquet(s) reported by the OPERATOR for that particular month.

Illustration:

If OPERATOR has opted for Kalaig nar Tamil Bouquet and the Monthly Average Active Subscriber Level for a particular month reported by the OPERATOR is 10,000 subscribers for Kalaig nar Tamil Bouquet, then the Subscription Fee payable by the OPERATOR for that particular month will be calculated as

MRP of Kalaig nar Tamil Bouquet	= Rs. 25.00
KALAI GNAR TV's Share of MRP <i>(Less of Distribution Margin)</i>	= Rs. 20.00
Monthly Average Active Subscriber Level for Kalaig nar Tamil Bouquet reported by OPERATOR	= 10,000 subscribers
Subscription Fee for Kalaig nar Tamil Bouquet for that month	= Rs. 20.00 x 10,000 = Rs. 2,00,000

Note: The MRP and Subscription Fee mentioned hereinabove is exclusive of applicable taxes and levies.

(c) In case an OPERATOR avails one or more KALAINAR TV SD Channels on A-la-Carte basis and also opts for different Bouquet(s) of Pay KALAINAR TV SD Channel(s) not comprising of the Channels opted on A-la-Carte basis:

- (i) For the channels opted on A-la-Carte basis, the monthly Subscription Fee payable by OPERATOR to KALAINAR TV shall be calculated on the basis of Clause II. (a)(i) above.
 - (ii) For bouquet(s), the monthly Subscription Fee payable by OPERATOR to KALAINAR TV shall be calculated on the basis of Clause II. (b)(i) above.
1. In case the OPERATOR operates through any of its Joint Venture/affiliate/associate Network(s) in different parts of the Cities/Country then it shall be the sole responsibility and obligation of the OPERATOR to clear all the entire accumulated arrears/dues which are not paid by any such Joint Venture/affiliate/associate entities of the OPERATOR to KALAINAR TV. Further it is also agreed by OPERATOR that any other Independent Affiliate taken over by OPERATOR during the term of this Agreement shall be treated as JVs and the OPERATOR shall be liable to make additional payment for such JVs acquired during the term of this Agreement.
 2. Payment of the Subscription Fee shall be subject to deduction of any withholding tax/TDS in accordance with the provisions of the Indian Income Tax Act, 1961, as amended from time to time.
 3. In the event the OPERATOR fails to pay the Subscription Fee and/ or, upon expiry of, or termination of the Agreement, KALAINAR TV shall be entitled to take back the possession of the Equipment from the OPERATOR, its sub operators and their respective Affiliates and deactivate the Viewing Card(s). Upon return of the Equipment in proper working condition by the OPERATOR, the IRD Deposit shall be refunded to the OPERATOR. In the event, the OPERATOR fails to return the Equipment to KALAINAR TV, the OPERATOR shall be liable to pay a sum of Rs.1,000/- per day per IRD to KALAINAR TV for the period during which the default continues. In case the OPERATOR returns the IRD, but the Viewing Card and remote (where applicable) are damaged or missing, then the OPERATOR shall be liable to pay to KALAINAR TV such charges as may be determined by KALAINAR TV. KALAINAR TV shall be authorized to deduct the cost of damages from the IRD Deposit.
 4. All payments from the OPERATOR to KALAINAR TV under this Agreement shall be paid either by (i) Demand Draft / Cheque in favour of Kalaaignar Tv Private Limited- A/c Kalaaignar Tv Channels payable at its head office or any other place that may be specified by KALAINAR TV in writing from time to time; or (ii) electronic wire transfer into KALAINAR TV's Bank Account, accompanied by documentary evidence certified by the OPERATOR's bank that the payment has been transferred to KALAINAR TV's Bank Account.

III. Payment Terms

1. For each month during the Term of this Agreement, KALAINAR TV shall issue an invoice for Subscription Fee on or before 10th day of the immediately succeeding month, based on the monthly subscription report submitted by OPERATOR, such invoice would clearly specify the payment due for the respective month for which the invoice is issued and arrears/ dues (if any) payable by OPERATOR along with the due date of payment. OPERATOR shall be liable to make payment for Subscription Fee as per the monthly invoice raised by KALAINAR TV within a period of Fifteen (15) days from the date of receipt of invoice through email or otherwise by the OPERATOR (Due Date) without any deduction except deduction of withholding tax/ TDS as provided in this Agreement. For e.g. Invoice for Subscription Fee for the month of October 2023 shall be issued by KALAINAR TV on or before 10th November 2023 and the payment for such invoice shall be made by the OPERATOR on or before 25th November 2023 (Due Date). Time is the essence of this Agreement and the OPERATOR shall be required to make all payments due to KALAINAR TV, by the Due Date in accordance with the terms herein.
2. Within seven days of end of each month, the OPERATOR shall provide the subscriber report stating the number of subscribers along with the other reports for that month in the

format(s) set - out in **Schedule E** attached herewith, based on which KALAINAR TV shall raise an invoice on the OPERATOR.

3. In case the OPERATOR fails to send the report within the said period of seven days from the end of each calendar month, KALAINAR TV shall have the right to raise a provisional invoice ("Provisional Invoice") for an amount increased by ten percent (10%) of the "Subscription Fee" payable by the OPERATOR to KALAINAR TV for the immediately preceding month, and the OPERATOR shall be under legal obligation to make the payment on the basis of such Provisional Invoice in accordance with the terms of this clause.
4. The Parties will carry out reconciliation, between the Provisional Invoice raised by KALAINAR TV and the monthly subscription reports sent by the OPERATOR, within three (3) months from the date of submission of Monthly Subscriber Report by the OPERATOR.
5. In case of default by the OPERATOR on account of non-submission of Reports, it shall be deemed to be a material breach and entitle KALAINAR TV to initiate appropriate steps for disconnection of signals of KALAINAR TV Channel(s) and / or termination of this Agreement for material breach of this Agreement. In such an event KALAINAR TV shall have an option to levy an additional charge for said material breach whereby the OPERATOR shall be liable to pay to KALAINAR TV an amount equivalent to previous three months' invoice amount towards Monthly Fee as additional charge for every such default, in addition to the Provisional Invoice amount raised for Monthly Fee for non-submission of Report.
6. The OPERATOR shall be required to make payments with 15 days of the receipt of invoice/provisional invoice (Due Date) in accordance with the terms hereof, and any failure to do so on the part of the OPERATOR shall constitute a material breach hereunder and KALAINAR TV be entitled to switch off the signals of KALAINAR TV Channels to entire network of the OPERATOR. Late payments shall also attract interest calculated from the date the payment was due until the date the payment is made in full at a pro rata monthly rate of 1.5% ("Default Interest Rate"). The imposition and collection of interest on late payments does not constitute a waiver of the OPERATOR's obligation to pay the Subscription Fee by the Due Date, and KALAINAR TV shall retain all of its other rights and remedies under the Agreement.
7. OPERATOR shall make the payment of Subscription Fee irrespective of OPERATOR's collection of the invoiced monthly Subscription Fee from its sub-operator/affiliate/LCO/Subscribers in a timely manner, the OPERATOR shall pay the Subscription Fee on or before the Due Date prescribed in this Agreement.
8. OPERATOR shall make payment of the Subscription Fee as per the terms of this Agreement without making any deductions or adjustments on whatsoever account including but not limited to any other alleged dues claimed by the OPERATOR and/or its affiliates, JVs, etc. from KALAINAR TV, its affiliated companies (including any subsidiary and/or associate entities of KALAINAR TV), channel owners.
9. All payments of Subscription Fee hereunder are exclusive of all applicable taxes including works contract taxes, customs duties, excise duties, entertainment taxes, GST and other such taxes. All such applicable taxes shall be at OPERATOR's cost and will be charged at the prevailing rates by KALAINAR TV to the OPERATOR.
10. If payment of the Subscription Fee is subject to deduction of any withholding tax/ TDS in accordance with the provisions of the Indian Income Tax Act 1961, as amended, the OPERATOR shall provide tax withholding certificates to KALAINAR TV within such period as has been specified in the Income Tax Act/ Rules/ Notifications/ Circulars issued thereunder.
11. It is explicitly made clear that in the event of any dispute including but not limited to commercial terms, etc. arising out of the agreement, the OPERATOR shall continue to make the payment of Subscription Fee as per the provision of **Clause 5** read along with this **Schedule A** of this Agreement till such time the dispute is resolved. Appropriate adjustment in this regard shall be made by the respective parties on final adjudication of the dispute.

SCHEDULE C**INCENTIVE SCHEME(s) ON PAY KALAINAR TV CHANNELS**

IF OPERATOR INTENDS TO OPT FOR INCENTIVES: Yes NO

1. KALAINAR TV is offering the following incentives on the MRP of Pay KALAINAR TV Channels set out in this **Schedule C** subject to OPERATOR fulfilling the conditions set out herein

2. **Incentives offered by KALAINAR TV on Pay KALAINAR TV Channels:**

- I. Channel Penetration Incentive
- II. Identified Channel Penetration Incentive
- III. Subscriber Audit Incentive
- IV. Special Incentive

3. **Incentive Eligibility Parameters for Incentive on MRP of pay KALAINAR TV Channels**

- a) Meeting the LCN Requirements
- b) Compliance with all applicable terms and conditions under this Agreement and the **2022 Amendment Regulations**.
- c) **Reports:** In order to be eligible for any of aforementioned Incentives offered by KALAINAR TV, the OPERATOR shall provide KALAINAR TV, State wise Subscriber Reports along with the LCN Report and Reports for Special Incentive in the format set out in Schedule E to this Agreement.
- d) **Subscriber Records, Access and Audit:** KALAINAR TV (through empaneled auditors) shall during the Audit referred to in **Clause 14** of this Agreement, be entitled to access the Records, SMS, CAS and related systems of the OPERATOR in order to determine the correctness of various reports referred to in this **Schedule E**.
- e) It is clarified that "Channel Penetration Incentive", "Identified Channel Penetration Incentive", "Subscriber Audit Incentive" and "Special Incentive" can be availed separately upon achievement of respective Incentive Eligibility Parameters.

4. **LCN Requirements:**

4.1 Condition Precedent for availing any of the Incentives under this Agreement: To be entitled for Channel Penetration Incentives and/or, Identified Channel Penetration Incentives and/or Subscriber Audit Incentives and/or Special Incentive, the meeting the LCN rank as set out below, shall be the condition precedent along with compliance of all applicable terms and conditions of this Agreement and the TRAI Regulations.

4.2 LCN Penetration Qualifying Parameters: The Operator shall be entitled to any/all Incentives subject to OPERATOR fulfilling the LCN requirements as per LCN Slabs set out herein below, and meeting the eligibility parameters, including the LCN Penetration Qualifying Parameters set out in this Schedule C.

4.3 LCN Slabs: LCN Slabs i.e. logical channel number ("LCN") slabs shall be based on the OPERATOR maintaining the LCN rank as per the LCN Slabs on OPERATOR's Platform, in OPERATOR's electronic program guide (EPG) system, for the Term for any/all of the KALAINAR TV Channels, within specified genre and language (as listed in **Table A** below). LCN rank would be measured against the Competing Channels tabulated against each of the KALAINAR TV Channel listed below in Table A.

For the purpose of this Agreement, Competing Channel for each of KALAINAR TV Channel shall mean the channels of competing Broadcasters as listed against the concerned KALAINAR TV Channel in Table A herein below.

TABLE – A**Genre and Logical Channel Number (LCN) Slabs**

Sr. No.	Channel Name	Genre	Competing Channels	Slab 1	Slab 2
1	Kalaignar Tv	General Entertainment (Tamil)	Sun TV, Star Vijay, Zee Tamil and similar channels	1 to 4	5 to 6
2	Kalaignar Isaiaruvi	Music (Tamil)	Sun Music, Jaya Max, and similar channels	1 to 6	7 to 8
3	Kalaignar Siripolli	General Entertainment (Tamil)	Sun TV, Star Vijay, Zee Tamil and similar channels	1 to 8	9 to 12
4	Kalaignar Murasu	Movies (Tamil)	K TV, Vijay Super, Zee Thirai and similar channels	1 to 10	11 to 14
5	Kalaignar Seithigal	News (Tamil)	Polimer News, Sun News, Puthiyathalaimurai, Thanthi TV, News 18 Tamilnadu , News Tamil 24x7 and Similar channels	1 to 3	4 to 5

- 4.4** OPERATOR has to place all Pay KALAI GNAR TV Channels that have been availed by the OPERATOR under this Agreement in Slab 1 in order to achieve “Slab 1 Eligibility”. In case, the OPERATOR places one or more Pay KALAI GNAR TV Channel(s) in Slab 2, then the OPERATOR will qualify for “Slab 2 Eligibility”.
- 4.5** If any one or more Pay KALAI GNAR TV Channels neither placed in Slab 1 nor in Slab 2, OPERATOR shall not be eligible for any Incentive including Channel Penetration Incentives, Identified Channel Penetration Incentives, Subscriber Audit Incentives and Special Incentive.
- 4.6** For the purpose of determining the applicable LCN Slabs for each of the Pay KALAI GNAR TV Channel, for the purpose of this **Schedule C** for Channels, all Local Channels and/or Platform Services of the OPERATOR will be considered along with various broadcast channels.
- 4.7** In the event a Channel has different LCN ranks across OPERATOR’s network then the least unfavourable LCN rank (highest numerical value) of the said Channel will be considered for the purpose of calculating the LCN Slab for such Channel.
- 4.8** In the event that the OPERATOR, for any reason whatsoever, fails to place any Channel as per the defined Slabs in Table A, during any day of the month, during the Term and is not able to restore the Pay KALAI GNAR TV Channel(s) in the defined Slabs within 3 days from such displacement (“Cure Period”), then the OPERATOR will not be eligible under the “LCN Slab Eligibility” for that particular month and the OPERATOR will not

receive any of the Incentives for any of the Pay KALAINAR TV Channels availed by OPERATOR under this Agreement for that particular month.

- 4.9 OPERATOR shall provide the LCN Report in the format set out in Table No 3 of Schedule E to this Agreement.

Table – B

LCN Incentive Slabs

Particular	Percentage Incentive	
	Slab 1 Eligibility	Slab 2 Eligibility
Maximum incentives for Channel Penetration	5%	3%
Maximum incentives for Identified Channel Penetration	7%	4%
Maximum incentives for Subscriber Audit under Section 15(2)	2%	2%
Maximum incentives for Special Incentive	1%	1%
Total Maximum Incentives	15%	10%

5. Channel Penetration Incentive:

- 5.1 Subject to the OPERATOR complying with the eligibility parameters set out herein,, the OPERATOR shall be eligible for Channel Penetration Incentive based on percentage penetration of a subscribed Channel achieved by OPERATOR in its respective Target Market (as tabulated below). Channel Penetration shall be calculated as a percentage of the said Channel's "Total Active Subscriber base of the OPERATOR" as mentioned in **Table C, Table D** and **Table E** herein below.
- 5.2 For sake of clarity, Percentage Penetration of respective Channel will be calculated by dividing "Active subscriber base of the Channel" of that Channel by "Total Active Subscriber base of the OPERATOR".
- 5.3 In case of the said KALAINAR TV Channel(s) has a Standard-Definition variant and corresponding High-Definition variant then, for the Standard-Definition Channel, "Active subscriber base of the Channel" mean total activesubscribers of the Standard-Definition variant of the channel and the "Total Active Subscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to only Standard-Definition channel(s). and in case the said KALAINAR TV Channel(s) is a High-Definition Channel, the "Total ActiveSubscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to at least one High-Definition channel.
- 5.4 In case of the said KALAINAR TV Channel(s) has only a Standard-Definition variant then, the "Total Active Subscriberbase of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to Standard-Definition channel(s) as well as High-Definition channel(s).
- 5.5 In case of the said KALAINAR TV Channel(s) has only a High-Definition variant then, the "Total Active Subscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to one or more High-Definition channel(s).
- 5.6 In case of Kalaignar Tv Thirai and Kalaignar Tv Picchar, the "Total Active Subscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to Standard-Definition channel(s) as well as High-Definition channel(s).
- 5.7 Once the Channel Penetration is calculated, the Channel Penetration Incentive shall be paid basis the Penetration Achievement of a KALAINAR TV Channel as against the prescribed Penetration Threshold for that Channel in the Target Market tabulated below by the OPERATOR and the applicable Slab eligibility under the Channel Penetration Incentive Slabs set out below.

Table – C

Channel Penetration Incentive Slabs

Penetration Achievement	% Incentive (Slab 1 Eligibility)	% Incentive (Slab 2 Eligibility)
As per channel wise penetration requirement as mentioned in Table D below	5.0%	3.0%
5 p.p. less than penetration requirement (1 p.p. for "Low Penetration Requirement Channels")	3.0%	1.5%
10 p.p. less than penetration requirement (1 p.p. for "Low Penetration Requirement Channels")	1.5%	0.5%

P.p. means absolute percentage point.

"Low Penetration Requirement Channels" include channels for which penetration requirement is less than 40%.

Table – D (1)

Target Market wise Penetration Thresholds for “Standard Definition” Pay KALAINAR TV Channels which are part of KalaignarTamil Bouquet

Channel	Tamil Nadu	Kerala	Karnataka	Andhra Pradesh	Telangana	Pondicherry	Maharashtra/Goa	West Bengal	Odisha	Gujarath	Rest of NESA	Punjab / Chandigarh	Haryana	Himachal Pradesh	Jammu Kashmir, Ladakh	Delhi	Bihar	Jharkhand
Kalaignar TV	95 %	95 %	95 %	95 %	95 %	95 %	80 %	65 %	75 %	80 %	80 %	85 %	85 %	85 %	85 %	85 %	85 %	85 %
Kalaignar Isaiaaruvi	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %
Kalaignar Siripolli	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %
Kalaignar Murasu	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %
Kalaignar Seithigal	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %

NOTE:

- “Rest of NESA” market includes Arunachal Pradesh, Nagaland, Manipur, Mizoram, Meghalaya, Tripura.

Penetration Threshold requirement for Dadra & Nagar Haveli and Daman & Diu will be as per Gujarat. Penetration Threshold for Sikkim will be as per West Bengal, Penetration Threshold for Lakshadweep will be as per Kerala. Penetration Threshold for Andaman & Nicobar islands will be as per Hindi Speaking states like Madhya Pradesh or Gujarat or Rajasthan.

- For other KALAINAR TV Channel(s) for which the required Penetration Threshold is not mentioned in Table D(1) above, the OPERATOR shall be eligible for maximum Channel Penetration Incentive as per LCN "Slab Eligibility" in Table C above.
- For clarification, in Gujarat, if the Penetration Achievement of Kalaighar TV reaches 40% in a-la-carte and 45% as part of a bouquet, then the OPERATOR would be eligible to get the above-mentioned Penetration Incentive, as the Penetration Achievement of KalaigharTV would be equal to Penetration Threshold i.e. 85%. In such case, the Penetration Incentive 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, respectively

6. Identified Channel Penetration Incentive:

- 6.1 Subject to the OPERATOR complying with the eligibility parameters set out in this Schedule, the OPERATOR shall be eligible for Identified Channel Penetration Incentive upon achievement of penetration percentage for each of the "Identified Channel" in respective Target Market as per the Penetration Threshold as mentioned in Table E(2) below.
- 6.2 If each of the Identified Channel meets the required Penetration Threshold in the Target Market as set out in Table E(2), then the OPERATOR will be eligible for Identified Channel Penetration Incentive on all KALAINAR TV channels in that Target Market as set out in Table E(1) depending on the "Identified Channel Penetration Criteria" and "Slab Eligibility" as per Clause 4 of this Schedule C above.
- 6.3 If any one or more of Identified Channel(s) does not achieve required penetration in respective Target Market as per Criteria A but achieves penetration as per Criteria B, then Identified Channel Penetration Incentive will be calculated as per Criteria B as mentioned in Table E(1) below for all KALAINAR TV channels.
- 6.4 Further, if any one or more of Identified Channel(s) achieves penetration in respective Target Market neither as per Criteria A nor as per Criteria B, then OPERATOR shall not be eligible for any Identified Channel Penetration Incentive in that Target Market for all KALAINAR TV channels.
- 6.5 For sake of clarity, percentage penetration of respective Identified Channel will be calculated as set out in Clause 5 of this Schedule C above.
- 6.6 Once each of the Identified Channel's Penetration is calculated, and corresponding "Identified Channel Penetration Criteria" is achieved, then the Identified Channel Penetration Incentive shall be calculated basis the applicable LCN Slab eligibility under the Identified Channel Penetration Incentive Slabs set out below.
- 6.7 In case the OPERATOR fails to achieve required penetration threshold for even a single Identified Channel as set out in Table E(2) below, the OPERATOR shall not be eligible for any "Identified Channel Penetration Incentive".
- 6.8 It is further clarified that in the event the OPERATOR is unable to achieve the Penetration for even a single Identified Channel as per the Penetration Threshold in Table E(2) and the Slab Eligibility under the Penetration slab, the OPERATOR shall still be eligible for the Channel Penetration Incentive in which case, the penetration percentage shall be computed for that particular Channel in the manner set out in Channel Penetration Incentive in Table C above.
- 6.9 For Example, in the state of Gujarat, Kalaighar TV, Kalaighar Isaiaruvi, Kalaighar Siripolli, Kalaighar Murasu and Kalaighar Seithigal are the "Identified Channels". If each of these four channels achieve penetration of 75% or more in Gujarat, the OPERATOR will be eligible for "Identified Channel Penetration Criteria A". In this example, let us assume that OPERATOR has placed all KALAINAR TV channels as per LCN Slab 1 so that the OPERATOR has achieved "Slab 1 Eligibility". As the OPERATOR has achieved "Identified Channel Penetration Criteria A" and "Slab1 Eligibility", then as per Table E(1), the OPERATOR will be eligible for 7% Identified Channel Penetration Incentive for Gujarat. Identified Channel Penetration shall be calculated as a percentage penetration of each Identified Channel over "Total Active Subscriber base of the OPERATOR".

Table E(1)

Identified Channel Penetration Incentive

Identified Channel Penetration Incentive	Slab 1 Eligibility	Slab 2 Eligibility
Identified Channel Penetration Criteria A	7.0%	4.0%
Identified Channel Penetration Criteria B	3.5%	2.0%

Table E(2)

Target Market wise Penetration Thresholds for Identified Channels

Market	Standard Definition Identified Channels	
	Each of Identified Channels Penetration Criteria A	Each of Identified Channels Penetration Criteria B
Tamil Nadu , Karnataka, Andhra Pradesh, Telangana, , Pondicherry, Kerala, Lakshadweep Gujarat, Madhya Pradesh, Chattisgarh, Rajasthan, Uttar Pradesh, Uttarakhand, Punjab, Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Ladakh, Delhi, Bihar, Jharkhand, Andaman & Nicobar, Maharashtra, Goa	75%	65%

Table E(3)

Target Market wise List of Identified Channels**for ascertaining Total Identified Channel Penetration achievement**

Market	List of Identified Channels in SD
Tamil Nadu , Karnataka, Andhra Pradesh, Telangana , Pondicherry, Kerala, Lakshadweep Gujarat, Madhya Pradesh, Chattisgarh, Rajasthan, Uttar Pradesh, Uttarakhand, Punjab, Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Ladakh, Delhi, Bihar, Jharkhand, Andaman & Nicobar, Maharashtra, Goa	Kalaingar Tv, Kalaingar Isaiaruvi, Kalaingar Siripolli, Kalaingar Murasu, Kalaingar Seithigal



7. Subscriber Audit Incentive:

- 7.1 Subject to the OPERATOR complying with the eligibility parameters set out herein, OPERATOR shall be eligible for Subscriber Audit Incentives if the OPERATOR enables and ensures that the Broadcaster caused Audit as per regulation 15(2) of the Interconnection Regulations is successfully completed as per "Audit Date" defined below as per **Table F** below:

Table F

Subscriber Audit Incentive under Section 15(2) Slab

Audit Date in terms of Section 15(2)	Percentage Incentive	Audit Incentive Slab
Audit Date in Q2 or Q3 (Calendar quarter) i.e. H1 of Financial year	2.0%	Audit Incentive Slab "A"
Audit Date in Q1 or Q4 (Calendar quarter) i.e. H2 of Financial Year	1.0%	Audit Incentive Slab "B"

- 7.2 All timelines are as per calendar year. The actual Audit commencement date shall be considered as "Audit Date" if total active subscriber base is less than 5 lakh. If total active subscriber base is greater than 5 lakhs then the date of Audit report submission of the audit causes under Regulation 15(2) of the Interconnection Regulations shall be considered as "Audit date"
- 7.3 For the purpose of eligibility of the Subscriber Audit Incentive, it shall be mandatory that the Audit under Regulation 15(2) of the Interconnection Regulations is successfully completed i.e. where Audit report is published by the Auditor and shared with the KALAINAR TV by the Audit Date, is eligible for incentives.
- 7.4 Audit shall be conducted in accordance with the applicable TRAI Regulations, as may be amended from time to time and as per the scope of audit set out in this Agreement by TRAI empaneled Auditor. It is further clarified that the said Audit will be conducted independent of the incentive structure and the same shall have no bearing and/or impact and/or influence on the Audit process and Audit period.
- 7.5 **For the calendar year 2023:** If last conducted and concluded Audit in terms of Regulation 15(2) of the Interconnection Regulations has been completed in a period 9 months immediately preceding the date of implementation of NTO 2.1, then the OPERATOR shall be eligible for Subscriber Audit Incentive as per "Audit Incentive Slab A" irrespective of the the Audit Date subject to the condition that the gap in "audit date" of 2 consecutive Audits shall not be more than 12 months.

If last conducted and concluded Audit in terms of Regulation 15(2) of the Interconnection Regulations has not been completed during the time period of 9 months immediately preceding the date of implementation of NTO 2.1 then Audit Incentive Slab "A" shall be applicable for Audits if "Audit date" of "Successfully completed Audit" is within 6 months from the start of NTO 2.1 in CY 2023

Audit Incentive Slab "B" shall be applicable for Audits if "Audit date" of "Successfully completed Audit" is after 6 months from the start of NTO 2.1 in CY 2023

subject to the condition that the gap in "audit date" of 2 consecutive Audits shall not be more than 12 months

- 7.6 Calendar year 2024 onwards, If "Audit date" of previous "Successfully completed Audit" is within 12 months from the "Audit date" in the NTO 2.1, then Audit Incentive Slab "A" shall be applicable irrespective of the "Audit date"

If "Audit date" of previous "Successfully completed Audit" is not within 12 months from the "Audit date" in the NTO 2.1, then Incentive as per Table F shall be Applicable.

8. Special Incentive:

8.1 Subject to OPERATOR meeting eligibility parameters for availing any Incentive as set out herein, the OPERATOR shall be eligible for Special Incentive based on data shared with KALAINAR TV with respect to subscriber base of OPERATOR as detailed herein. The OPERATOR shall be eligible for a Special incentive of **1%** if the OPERATOR provides information as mentioned below in the format set out in **Table No's 4 to 8 of Schedule E** to this Agreement.

8.2 Special Incentive for any month will be applicable if the following information (by state / district / city) is provided to KALAINAR TV for that particular month:

- a) Total De-active Subscriber base of OPERATOR (Split by SD & HD)
- b) Total Active Subscriber base of the OPERATOR subscribing to any FTA and Pay channel(s) (Split by SD & HD)
- c) Total Active Subscriber base of the OPERATOR subscribing to only FTA channels.
- d) Total Active Subscriber base subscribing to any of KALAINAR TV Channels (Split by SD & HD)
- e) Total Active Subscriber base of the OPERATOR split by Operator packages.

9. KALAINAR TV reserves the right to amend, modify, alter, change, substitute, withdraw, add any of the terms and conditions of the Incentives at its sole discretion. In addition, KALAINAR TV at sole discretion amend the Incentive Scheme in the event, during the Term, (i) KALAINAR TV 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 Schedule and/ or the Agreement includes any additional channels (whether by way of a new launch, acquisition of any existing channel or otherwise), distributed by KALAINAR TV and/ or its current or future subsidiaries, and in such an event KALAINAR TV shall have the right to withdraw and/ or modify this Schedule and/ or the Incentives set out herein in its sole discretion.

10. Illustration for Incentive for channels selected on a-la-carte and Bouquet basis:

This illustration pertains to an OPERATOR which has Total Active Subscriber Base of 1,00,000 subscribers spread across 3 states of Maharashtra/Goa, Gujarat and Karnataka. For the sake of illustration, it is assumed that the OPERATOR has selected few KALAINAR TV Bouquets and few KALAINAR TV Channels on a-la-carte basis and has reported subscribers base and LCN ranks as mentioned Table 1, Table 2 and Table 3 below. The total subscriber base for each of the subscribed Channel in the state is calculated basis summation of subscribers of the respective Channel from all KALAINAR TV Bouquets and from a-la-carte basis for the said channel.

Below is the summary of various scenarios under which the OPERATOR is eligible to get respective incentives.

Incentive Type	Grades	All Kalaignar Tv Channel in LCN Slab 1	Any 1 Kalaignar Tv Channel in LCN Slab 2
Channel Penetration	Required Penetration (e.g. Kalaignar Tv >= 85%)	5.00%	3.00%
	5 p.p. Less Penetration (e.g. Kalaignar >= 80% and <85%)	3.00%	1.50%
	10 p.p. Less Penetration (e.g. Kalaignar >= 75% and <80%)	1.50%	0.50%

Incentive Type	Grades	All Kalaingar Tv Channel in LCN Slab 1	Any 1 Kalaingar Tv Channel in LCN Slab 2
Identified Channel Penetration	Required Penetration (e.g. 75%)	7.00%	4.00%
	10 p.p. Less Penetration (e.g. 65%)	3.50%	2.00%
Subscriber Audit Under section 15(2)	Audit Date in Q2 or Q3 (Calendar quarter) i.e.H1 of Financial year	2.00%	2.00%
	Audit Date in Q1 or Q4 (Calendar quarter) i.e.H2 of Financial Year	1.00%	1.00%
Special Incentive	Data provided as per requirement	1.00%	1.00%
Total Maximum Incentive		15.00%	10.00%

For the sake of illustration, we are assuming that the OPERATOR has submitted reports as per formats as mentioned in Schedule E. Below is the snapshot of various reports submitted by OPERATOR.

1. State-wise Total Active Subscriber Base of OPERATOR
2. State-wise Monthly Subscription for bouquet of pay KALAINAR TV Channel and/or a-la-carte Channel
3. LCN Report for Pay KALAINAR TV Channel

Table 1

Total Active Subscriber Base of OPERATOR

S. N.	State	Type of Subscriber (SD)	Number of subscribers of the channel on 7 th day of the month	Number of subscribers of the channel on 14 th day of the month	Number of subscribers of the channel on 21 st day of the month	Number of subscribers of the channel on 28 th day of the month	Monthly Average Active Subscriber of the OPERATOR in State
A	B	C	D	E	F	G	H = (D+E+F+G)/4
1	Tamilnadu	SD	48,200	49,100	50,900	51,800	50,000

Table 2

Monthly Subscription for bouquet of pay KALAINAR TV Channel and/or a-la-carte Channel

Sr. No.	Name of Bouquet / KALAINAR TV Channel	State	Bouquet / A-la-carte Code	OPERATOR's Package Name / Add-on Name / A-la-Carte	Number of subscribers of the channel on 7 th day of the month	Number of subscribers of the channel on 14 th day of the month	Number of subscribers of the channel on 21 st day of the month	Number of subscribers of the channel on 28 th day of the month	Monthly Average Active Subscriber Level of the KALAINAR TV Channel
A	B	C	D	E	F	G	H	I	J = (F+G+H+I)/4
1	Kalaignar Tamil Bouquet	Tamil nadu	*** *	****	41,750	38,950	40,700	38,600	40,000
2	Kalaignar TV	Tamil nadu	*** *	****	4,150	3,910	4,060	3,880	4,000
3	Kalaignar Isaiaruvi	Tamil nadu	*** *	****	2,050	1,970	2,020	1,960	2,000
4	Kalaignar Siripolli	Tamil nadu	*** *	****	2,400	1,900	1,800	1,900	2,000
5	Kalaignar Murasu	Tamil nadu	*** *	****	2,575	2,455	2,530	2,440	2,500
6	Kalaignar Seithigal	Tamil nadu	*** *	****	3,625	3,425	3,550	3,400	3,500

Table 3

LCN Report for Pay KALAINAR TV Channels

Sr. No.	Name of Channel	Kalaignar Tv A-la-carte Code	Genre	Language	Channel LCN Number	LCN Rank
1	Kalaignar TV	****	General Entertainment	Tamil	***	1
2	Kalaignar Isaiaruvi	****	Music	Tamil	***	5
3	Kalaignar Siripolli	****	General Entertainment	Tamil	***	10
4	Kalaignar Murasu	****	Movies	Tamil	***	3
5	Kalaignar Seithigal	****	News	Tamil	***	6

Detailed Incentive Conditions Calculation:

LCN Slab Achievement for subscribed Pay KALAINAR TV channels as per LCNReport submitted by OPERATOR as per Table 3 above	Slab 1
--	--------

Basis the LCN Slab achievement, the OPERATOR will be eligible for rest of the incentives as per table below:

Particular	Percentage Incentive		
	All Pay Kalaighnar Tv Group Channels placed asper Slab 1	Any one or more Pay Kalaighnar Tv Group Channels placed asper Slab 2	Any one or more Pay Kalaighnar Tv Group Channels placed beyond Slab 2
Maximum percentage incentives for Channel Penetration	5%	3%	0%
Maximum percentage incentives for Bouquet Penetration	7%	4%	0%

Particular	Percentage Incentive		
	All Pay Kalaighnar Tv Group Channels placed asper Slab 1	Any one or more Pay Kalaighnar Tv Group Channels placed asper Slab 2	Any one or more Pay Kalaighnar Tv Group Channels placed beyond Slab 2
Maximum percentage incentives for Subscriber Audit under Section 15(2)	2%	2%	0%
Maximum percentage incentives for Special Incentive	1%	1%	0%
Total Maximum Percentage Incentives	15%	10%	0%
LCN Slab Achievement	Yes	-	-

Table 4

Calculation of Channel wise penetration through A-la-carte and Bouquets

Sr. No.	Name of Channel	State	Subscribers on A-la-carte basis	Kalaignar Tamil Bouquet SD	Total Subscribers	Total Active Subscriber Base of MSO	% Penetration Achievement of Channel
A	B	C	D	E	J = D+E+F+G+H+I	K	L = J / K
1	Kalaignar Tv	Tamil nadu	3500	6000	9500	10,000	95%
2	Kalaignar Isaiaruvi	Tamil nadu	3300	6000	9300	10,000	93%
3	Kalaignar Siripolli	Tamil nadu	3300	6000	9300	10,000	93%
4	Kalaignar Murasu	Tamil nadu	3500	6000	9500	10,000	95%
5	Kalaignar Seithigal	Tamil nadu	3900	6000	9900	10,000	99%

Table 5

Calculation of Channel Penetration Incentive

Sr. No.	Name of Channel	State	Required Penetration as per Table D of Schedule E	Achieved Penetration as per Table 4 above	Applicable Channel Penetration Incentive as per Table C above
A	B	C	D	E	F
1	Kalaignar Tv	Tamilnadu	80.0%	95%	5.0%
2	Kalaignar Isaiaruvi	Tamilnadu	75.0%	93%	5.0%
3	Kalaignar Siripolli	Tamilnadu	75.0%	93%	5.0%
4	Kalaignar Murasu	Tamilnadu	75.0%	95%	5.0%
5	Kalaignar Seithigal	Tamilnadu	75.0%	99%	5.0%

Table 6

Calculation of Identified Channel Penetration Incentive

Sr. No.	Market	Identified Channel	Penetration Achievement	Identified Channel Penetration Criteria Achievement	Identified Channel Penetration Incentive Achievement
A	B	C	D	E	F
1	Tamil Nadu	Kalaignar Tv	95%	Identified channel Penetration Criteria A	7.00%
		Kalaignar Isaiaruvi	93%		
		Kalaignar Siripolli	93%		
		Kalaignar Murasu	95%		
		Kalaignar Seithigal	99%		



Table 7

Subscriber Audit Incentive and Special Incentive

Sr. No.	Incentive Type	Criteria for meeting condition	Achievement	Applicable Incentive
1	Subscriber Audit	Subscriber Audit done under Section 15(2)	H1	2%
2	Special Incentive	Data provided by Operator as per requirement?	Yes	1%

Basis the information submitted in above reports and penetration achievement, the OPERATOR will be eligible for below Incentive percentage.

Incentive Type	Achieved Incentive%in Tamilnadu
Achieved percentage incentives for Channel Penetration	5%
Achieved percentage incentives for Identified Channel Penetration	7%
Achieved percentage incentives for Subscriber Audit under Section 15(2)	2%
Achieved percentage incentives for Special Incentive	1%
Total Percentage Incentives Achieved	15%

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Table 8

Calculation of Incentive Amount

Sr · No.	A-la-carte / Bouquet	Channel	State	Total Incentives	Subscriber Base	A-la-carte MRP of Channel	Effective Price of Channel for Incentive Calculation	Total Incentive Amount (Rs.)
A	B	C	D	E	F	G	H	$I = F * H * E$
1	A-la-carte	Kalaignar Tv	Tamil nadu	15.0%	300	12.00	12.00	540
2	A-la-carte	Kalaignar Isaiaruvi	Tamil nadu	15.0%	-	4.00	4.00	-
3	A-la-carte	Kalaignar Siripolli	Tamil nadu	15.0%	-	8.00	8.00	-
4	A-la-carte	Kalaignar Murasu	Tamil nadu	15.0%	1,800	12.00	12.00	5,130
5	A-la-carte	Kalaignar Seithigal	Tamil nadu	15.0%	-	1.00	1.00	-
6	Kalaignar Tamil Bouquet	Kalaignar Tv	Tamil nadu	15.0%	600	12.00	7.20	648
7	Kalaignar Tamil Bouquet	Kalaignar Isaiaruvi	Tamil nadu	15.0%	600	4.00	2.40	216
8	Kalaignar Tamil Bouquet	Kalaignar Siripolli	Tamil nadu	15.0%	600	8.00	4.80	432
9	Kalaignar Tamil Bouquet	Kalaignar Murasu	Tamil nadu	15.0%	600	12.00	7.20	648
10	Kalaignar Tamil Bouquet	Kalaignar Seithigal	Tamil nadu	15.0%	600	1.00	0.60	54
							Total	7,668

SCHEDULE D

Details of the Operator

Customer Code : _____
 Operator Name : _____
 Broadcaster GSTIN : _____
 Broadcaster's Bill from Address : _____

Organisation Type (Select any one which is applicable):

Sole Proprietorship	Partnership	Private Limited Company	Limited Company	HUF
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LLP	Institution	Association	Society	Trust
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PAN: _____

TAN: _____

Whether registered as Micro Small and Medium Enterprises (MSME): Yes No
 (tick mark (✓) which is applicable)

If Yes, MSME registration number : _____

Operator's License Type [MSO/HITS/IPTV/DTH] : _____
 Operator's License no. : _____
 Operator's License Issue Date : _____
 Operator's License Valid Till Date : _____

Registered Office Address:

Address : _____

City/Town/Village : _____ Pin code : _____

Taluka/Tehsil : _____ District : _____

State : _____

Correspondence/Communication Address:

Address : _____

City/Town/Village : _____ Pin code : _____

Taluka/Tehsil : _____ District : _____

State : _____

Operator GST details:

Operator's GSTIN	Operator's GST Bill To Address

Operator Key Contacts:

Name	Designation	Is Primary Contact	Is Authorized Signatory	Email Address	Mobile Number
		<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		

Technical details:

Encryption System used by the Operator: _____ :

Subscriber Management System used by the Operator: _____ :

Set Top Box used by the Operator: _____ :

Headend make used by the Operator: _____ :

DECLARATION

(Applicable in case where certain documents of the Operator are already available with the Broadcaster and hence not re-submitted by the Operator)

I/We, _____, further represent and warrant that the requisite information and documents which have been already provided to the Broadcaster in connection with the RIO, continues to be valid and binding. Hence, the same has not been submitted again.

For _____

Name of Authorized Signatory:

Designation:

Date:



SCHEDULE E

REPORT FORMAT AS PER TRAI MANDATE:
(SMS system should generate this report in uneditable pdf format)

MONTHLY SUBSCRIBER REPORT FORMATS

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 and table-2 respectively. The number of subscribers shall be recorded at any point of time between 19:00 HRS to 23:00 HRS of the day.

Subscriber Reports (To be submitted Agreement-wise)

Name of the OPERATOR : _____

Area of the Operation : _____

Reported Month : _____

Year : _____

Date of generation of Report : _____

Date of submission of Report by the Operator : _____

Table – 1: State-wise Monthly Subscription for bouquet of pay KALAINAR TV Channel and/or a-la-carte Channel

(For each City to be submitted separately)

Monthly Average Active Subscriber Level of a KALAINAR TV Channels or bouquet shall be arrived at by averaging the number of subscribers subscribing KALAINAR TV Channel or bouquets, as the case may be, recorded four times in a month, as provided in Table -1 and Table – 2 respectively. The number of subscribers shall be recorded at any point of time between 19:00 Hrs. to 23:00 Hrs. of the day.

Table – 1 (a) : Monthly subscription for A-la-Carte Channels

Sl. No	Name of KALAINAR TV Channel	Kalaignar Tv A-la-Carte Code	OPERATOR'S Package Name / Add-on Name / A-la-Carte	Number of subscribers of the channel on 7 th day of the month	Number of subscribers of the channel on 14 th day of the month	Number of subscribers of the channel on 21 st day of the month	Number of subscribers of the channel on 28 th day of the month	Monthly Average Active Subscriber Level of the KALAINAR TV Channel
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9) = [(5)+(6)+(7)+(8)]/4
1								
2								
3								

Table – 1 (b): Monthly subscription for bouquet of pay KALAINAR TV Channels

Sl. No.	Name of the bouquet of pay KALAINAR TV Channel	Kalaignar TV Bouquet Code	OPERATOR'S Package Name / Add-on Name (if applicable)	Number of subscribers of the bouquet on 7 th day of the month	Number of subscribers of the bouquet on 14 th day of the month	Number of subscribers of the bouquet on 21 st day of the month	Number of subscribers of the bouquet on 28 th day of the month	Monthly Average Active Subscriber Level of the bouquet
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9) = [(5)+(6)+(7)+(8)]/4
1								
2								
3								

Note:

- (i) Above information is required for all packages and Add-on offered by OPERATOR in which respective KALAINAR TV Channel(s) is offered by the OPERATOR and also for KALAINAR TV Channels offered by OPERATOR on A-la-Carte Basis.
- (ii) OPERATOR Package Name and Add-on name not applicable in case subscriber has opted for Bouquet of Pay KALAINAR TV Channels.
- (iii) City wise report is required to be furnished by the OPERATOR for its operational areas.
- (iv) Each set top box, located at a place indicated by the subscriber for receiving the signals of KALAINAR TV Channels from the OPERATOR, shall constitute one subscriber.
- (v) The reports shall be generated in non-editable PDF format, with read only permissions.

Table – 2: State-wise Total Active Subscriber Base of OPERATOR

Sl. No.	State	Type of Subscriber (SD / HD)	Number of subscribers of the channel on 7 th day of the month	Number of subscribers of the channel on 14 th day of the month	Number of subscribers of the channel on 21 st day of the month	Number of subscribers of the channel on 28 th day of the month	Monthly Average Active Subscriber of the OPERATOR in State
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8) = [(4)+(5)+(6)+(7)] / 4
1							
2							
3							

REPORTS FOR INCENTIVE SCHEMES

These reports shall be submitted by Operator if the Operator has availed the Incentive Scheme under Schedule C

Table – 3: LCN Report for Pay Kalaignar Tv Group Channels

<u>Sr. No.</u>	<u>Name of Channel</u>	<u>Kalaignar Tv A- la- Carte Code</u>	<u>Genre</u>	<u>Language</u>	<u>Channel LCN Number</u>	<u>LCN Rank</u>

Table – 4: De-active Subscriber Base of the OPERATOR Report

S. N.	State	District	City	SD/HD Type	Subs Count as on 7th	Subs Count as on 14th	Subs Count as on 21 st	Subs Count as on 28th	Average Subs Count

Table – 5: Active Subscriber Base of the OPERATOR (FTA + Pay Channel)

S. N.	State	District	City	SD/HD Type	Subs Count as on 7th	Subs Count as on 14th	Subs Count as on 21 st	Subs Count as on 28th	Average Subs Count

Table – 6: Free-to-Air Subscriber Base of the OPERATOR Report

S. N.	State	District	City	SD/HD Type	Subs Count as on 7th	Subs Count as on 14th	Subs Count as on 21 st	Subs Count as on 28th	Average Subs Count

Table – 7: Active Pay Subscriber Base of Pay Kalaignar Tv Group Channel of the OPERATOR

S. N.	State	District	City	SD/HD Type	Subs Count as on 7th	Subs Count as on 14th	Subs Count as on 21st	Subs Count as on 28th	Average Subs Count

Table – 8: OPERATOR Package wise Subscriber Base Report

S. N.	State	District	City	OPERATOR Package Name	OPERATOR Package Price (Including Taxes)	Subs Count as on 7th	Subs Count as on 14th	Subs Count as on 21st	Subs Count as on 28th	Average Subs Count



SCHEDULE F

Declarations from CAS Vendor, SMS Vendor

PART A

DECLARATION FORM TO BE OBTAINED FROM CAS PROVIDER
(ON THE CAS PROVIDER COMPANY'S LETTER HEAD)
TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s _____, having its Registered office at _____ and having its DAS headend at _____ has installed Conditional Access System (CAS) of our company for its digital cable network.

Date of CAS Installation: _____ CAS Version: _____

CAS ID: _____, NETWORK ID: _____

Location of CAS servers (Database servers, ECMG, EMMG): _____

Details of Main and Backup CAS servers installed: _____

Server time format and time zone: _____

Database detail: _____

With respect to the CAS installed at above mentioned headend and in terms of Schedule III and Schedule IX of the Interconnection Regulations, we confirm the following:

1. CAS does not have any facility to activate and deactivate STBs.
2. The current version of CAS does not have any history of hacking.
3. We have the capability of upgrading of CAS in case it gets hacked at any point of time.
4. The CAS is currently in use by other pay TV services providers including Operator and it has an aggregate of at least 1 million subscribers in the global pay TV market.
5. We, the CAS system provider are able to provide monthly log of activation and deactivation on a particular channel or on a particular Bouquet / Subscriber Package provided by the OPERATOR to its end subscribers.
6. We have the technical capability in India to maintain this CAS system on 24x7 basis throughout the year.
7. This CAS is independently capable of generating, recording, and maintaining logs, for the period of at least immediately 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. It is not possible to alter the data and logs recorded in the CAS
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's or the STB's cannot be redeployed.
9. The installed CAS is capable of individually addressing subscriber's choice of channel(s), on a channel by channel and STB by STB basis.
10. This CAS installed has the capability to store history logs of all activations and deactivations for the period of last 2 years for every channel and Bouquet/ Subscriber Package introduced and made available by the Multi System Operator to its last mile subscribers.
11. The CAS has the capability of upgrading STBs over-the-air (OTA), so that the connected STBs can be upgraded.
12. The CAS has the capacity to activate or deactivate services or STBs of at least 5% of the subscriber base of the Multi System Operator within 24 hours.
13. That we _____ (CAS Company Name) are fully compliant to the requirements of CAS system as per schedule III and Schedule IX of the Interconnection Regulations.

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

I _____ (name) _____ undertake that the information provided above is true and full disclosure of all the CAS system(s) provided to the said distributor has been made above and no information has been concealed.

Thanking you,
For (CAS company name)
(Signature)

Name: _____

Designation: _____ (not below the level of COO or CEO or CTO)

Company seal:



PART B

DECLARATION TO BE OBTAINED FROM SMS PROVIDER
(ON SMS PROVIDER COMPANY'S LETTER HEAD)
TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s _____, having its Registered Office at _____ and having its DAS headend at _____ has installed SMS of our Company for its digital cable network. _____

Date of SMS Installation: _____

SMS Version: _____

Location of SMS servers: _____

SMS Database detail with number of instances created: _____

With respect to the SMS installed at above mentioned headend and in terms of Schedule III and Schedule IX of the Interconnection Regulations, we confirm the following:

1. The installed SMS is currently in use by other pay TV service providers including Operator that have an aggregate of at least 1 million subscribers in the global pay TV market (wherever applicable).
2. The SMS has the capacity to activate or deactivate services or STBs of at least 5% of the subscriber base of the distributor within 24 hours.
3. We have the technical capability in India to be able to maintain their system on 24 x 7 basis throughout the year.
4. We, the SMS system provider are able to provide monthly log of activation and deactivation on a particular channel or on a particular Bouquet / Subscriber Package which is or will be provided by the OPERATOR.
5. 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's or the STB's cannot be redeployed.
6. The installed SMS is capable of individually addressing subscriber's choice, on a channel by channel and STB by STB basis as well.
7. 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 (as per period of service).
8. This installed SMS has the capability to store history logs of all activations and deactivations for the period of last two (2) years for every channel provided by the OPERATOR.
9. That we _____ (SMS Company Name) are fully compliant to the requirements of SMS system as per schedule III and Schedule IX of the Interconnection Regulations.

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

I _____ (name) undertake that the information provided above is true and full disclosure of all the SMS system(s) provided to the said distributor has been made above and no information has been concealed.

Thanking you,

For (SMS company name)

(Signature)

Name: _____

Designation: _____ (not below the level of COO or CEO or CTO)

Company seal:

SCHEDULE G

OPERATOR'S OBLIGATIONS

I. TO MAINTAIN SPECIFICATIONS FOR SET TOP BOXES (STBs), CONDITIONAL ACCESS SYSTEM (CAS) & SUBSCRIBER MANAGEMENT SYSTEM (SMS)

A. STB Requirements:

1. All the STBs should have Conditional Access.
2. The STB should be capable of decrypting the Conditional Access messages inserted by the Headend.
3. The STB should be capable of doing finger printing. The STB should support both Entitlement Control Message (ECM) & Entitlement Management Message (EMM) based fingerprinting.
4. The STB should be individually addressable from the Headend.
5. The STB should be able to receive the messages from the Headend.
6. The messaging character length should be minimal 120 characters.
7. There should be provision for the global messaging, group messaging and the individual STB messaging.
8. The STB should have forced messaging capability including forced finger printing display
9. The STB must be compliant to the applicable Bureau of Indian Standards
10. The STBs should be addressable over the air to facilitate Over The Air (OTA) software upgrade.
11. The STBs with facilities for recording the programs shall have a copy protection system.

B. Fingerprinting Requirements:

1. OPERATOR 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. Provided that only the STB deployed after 30.10.2019 shall support the covert finger printing.
3. The fingerprinting should not get invalidated by use of any device or software
4. The finger printing should not be removable by pressing any key on the remote of STB.
5. The Finger printing should be on the top most layer of the video.
6. The Finger printing should be such that it can identify the unique STB number or the unique Viewing Card (VC) number.
7. The Finger printing should appear on all the screens in all scenarios, such as menu, EPG, Settings, blank screen, and games etc.
8. The location, font colour, and background colour of finger print should be changeable from head end and should be random on the viewing device.
9. The Finger printing should be able to give the numbers of characters as to identify the unique STB and/ or the VC.
10. The Finger printing should be possible on global as well as on the individual STB basis.

11. The overt finger printing should be displayed by the OPERATOR without any alteration with regard to the time, location, duration and frequency.
12. Scroll messaging should be only available in the lower part of the screen
13. The STB should have a provision that finger printing is never disabled.
14. The watermarking network logo for all pay channels shall be inserted at encoder end only. Provided that only the encoders deployed after 30.10.2019 shall support the watermarking network logo for all pay channels at the encoder end.

C. Conditional Access System (CAS) & Subscriber Management System (SMS) Requirements:

1. The OPERATOR shall ensure that current version of the conditional access system (CAS), in use, should not have any history of hacking.
Explanation: A written declaration available with the OPERATOR 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 user level and command executed in the SMS including but not limited to activation and deactivation commands.
3. The OPERATOR should provide declaration document should contain inter-Alia
 - (i) Full Detail of Network Diagram including the location of Headend, Muxes and Encryption System including the insertion points of CAS.
 - (ii) Details of CAS system having inter-alia
 - (a) Locations/ Networks where deployed, and hacking history
 - (b) Antipiracy features of CAS.
4. It shall not be possible to alter the data and logs recorded in the CAS and the SMS.
5. The OPERATOR 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.
6. The SMS and 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.
7. The OPERATOR shall validate that the CAS has capability to upgrading STBs over-the-air (OTA), so that the connected STBs can be upgraded.
8. The fingerprinting should not get invalidated by use of any device or software.
9. The CAS and the SMS should be able to activate or deactivate services or STBs of at least 5% of the subscriber base of the OPERATOR within 24 hours.
10. The STB and Viewing Card (VC) shall be paired from the SMS to ensure security of the channel.
11. The SMS & CAS should be capable of individually addressing subscribers for the purpose of generating the reports, on a channel by channel and STB by STB basis.
12. The SMS should be computerized and capable to record 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 no
- g. Mobile No
- h. Email id
- i. Channel, Bouquets and Service/ Package subscribed to
- j. Unique STB No
- k. Unique VC No

13. The SMS should be capable of :
- a. Viewing and printing historical data in terms of the activations, deactivations of STBs etc.
 - b. Location of each and every set top box/ VC unit installed
 - c. Generating historical data of changes in the subscriptions for each subscriber and the corresponding source of requests made by the subscribers.
14. The SMS should be capable of giving the reporting 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 name of 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 subscriber
 - x. The ageing report for subscription of a particular channel or bouquet.
15. 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
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 OPERATOR shall ensure that the CAS & SMS system vendor have the technical capability in India to be able to maintain the system on 24x7 basis throughout the year.
20. The OPERATOR shall declare the details of the CAS and the SMS deployed for distribution of KALAINAR TV Channels. In case of deployment of any additional CAS/ SMS, the same should be notified to KALAINAR TV by the OPERATOR.
21. Upon deactivation of any subscriber from the SMS, all programme / services shall be denied to that subscriber.
22. The OPERATOR shall preserve unedited data of the CAS and the SMS for at least two years.

23. If The CAS and SMS deployed by you are found to be non-compliant of Schedule IX during the testing within the timelines to be specified by TRAI, without prejudice to the terms and conditions of your license(s) or permission(s) or registration(s), or the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) or rules or regulations or orders made, or directions issued, there-under, you will also be liable to financial disincentive as set out in The Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable System) (Third Amendment) Regulations 2021 (1 of 2021) ("Third Amendment") subsequently KALAI GNAR TV may be directed by TRAI to disconnect the signals of its television channel after giving written notice of three weeks to you in case the default continues beyond sixty days from the due date as set out in Regulation 4A (2) of the Third Amendment.

II. Other Obligations of Operator:

1. **STBs, Smart Cards, Systems and Procedures.**

- 1.1 Operator represents and agrees that there are adequate systems, processes and controls in place regarding the distribution of STBs and Smart Cards so that they are only sold within the Authorized Area by Operator or by its authorized dealers and such sales are only made to bona fide Subscribers residing in the Authorized Area and installations are made by Operator or its designees at an address in the Authorized Area. Adequate systems, processes and controls shall include, without limitation, Operator:
- 1.1.1 collecting and maintaining complete up to date records of each and every Subscriber's details, and such Subscriber's STB and Smart Card including, without limitation, the particulars specified in paragraph 2.4;
 - 1.1.2 requiring all residential Subscribers to submit a recent utility bill or bank statement as proof of address, including any residential Subscribers who have been previously de-authorized prior to re-authorization, or otherwise independently verify the address prior to activation of any STB and Smart Card;
 - 1.1.3 investigating any multiple Smart Cards issued under one individual name or address (other than for mirror STB's), including visiting the premises of such individuals or addresses from time to time;
 - 1.1.4 deputing officers to visit and verify the accuracy and veracity of details submitted by Subscribers, in the event Operator becomes aware of any alleged continuing/potential misuse and/or misrepresentation by the Subscribers;
 - 1.1.5 ensuring compliance by dealers including unannounced visits to dealers' premises from time to time;
 - 1.1.6 requiring that for every change of address on the Operator system and therefore re- location of a STB, there is an independent physical verification of the new residential address; and
 - 1.1.7 deauthorising any STB or Smart Card that is found outside of the Authorized Area or in the possession of a person who is not a bona fide Subscriber.
- 1.2 Operator agrees that all of its STBs and Smart Cards: (i) are sold and installed together as a pack only in the Authorized Area and only at the premises of Subscribers whose address has been verified in accordance with paragraph 2.2.2; and (ii) employ card-pairing technology that ensures once a Smart Card is activated, it is paired to a particular STB and that the Channel(s) cannot be viewed if such Smart Card is removed and used with any other STB.
- 1.3 Operator agrees that all installations of STBs and Smart Cards are done directly by Operator or through its authorized dealers and only within the Authorized Area, and that the installer for every installation physically checks and ensures before installation and activation of a STB and Smart Card that the address where the installation is being done matches with the address as supplied by the Subscriber at the time of purchase of the STB and which is the same as detailed in the subscriber management

- system ("SMS"). In accordance with paragraph 2.2.1,
- 1.4 The Operator agrees and undertakes that it shall not knowingly or negligently activate, or otherwise reactivate, as the case may be, those Smart Cards, wherein the Channel(s) can be accessed from addresses, which are:
 - 1.4.1 not bona fide or do not match the addresses as supplied by the relevant residential Subscribers as detailed in the SMS;
 - 1.4.2 outside of the Authorized Area; or
 - 1.4.3 that of a cable head end or any other distributor of such Channel(s) to residential subscriber.
 - 1.5 In order to ensure that the Smart Card is only activated for bone fide Subscribers, Operator further agrees that there are adequate controls to ensure (a) a Smart Card is not activated before installation with its paired STB; and (b) that such Smart Card is activated at the address of the Subscriber and verified by Operator which matches with the address as supplied by the notified by Subscriber at the time of purchase of the STB and which is the same as detailed in the SMS.
 - 1.6 The Operator agrees that its SMS 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.
 - 1.7 The Operator shall ensure that OSD should support a minimum of 120 characters.
 - 1.8 The Operator shall ensure that its watermark logo is inserted on all Channels.
 - 1.9 The Operator shall submit & confirm the number of MUX's (Multiplexer Units) installed with active TS (Transport Stream) outputs. This should include physical audit of head end and analysis of TS stream from the MUX.
 - 1.10 All Transport Streams (TS) from Multiplexers (MUX) should be encrypted for Authorized Areas. There should not be any remuxing on ground after feed has left from declared headends.
 - 1.11 The Operator shall ensure that all LCO's' STBs will be paired with Unique System ID/ Bouquet ID, so that consumers in Authorized Area(s) can be identified. The current version of the CAS should not have any history of hacking. A certificate from the CAS Vendor, to this effect be submitted.
 - 1.12 The SMS and CAS should be integrated for activation and deactivation process from SMS to be simultaneously done through both the systems. Further, the CAS should be independently capable of generating log of all activation and deactivations.
 - 1.13 The CAS vendor/manufacturer should be known to have capability of upgrading the CAS in case of hacking.
 - 1.14 The Operator to provide the make & version of CAS installed at Headend.
 - 1.15 CAS certificate to be provided by Operator as set out in Schedule F
 - 1.16 All LCO's should be paired with unique system ID/ Franchisee ID, so as to identify their end customers / ultimate Subscribers.
 - 1.17 The Operator to declare by undertaking the number 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 Broadcasters by means of a fresh undertaking.
 - 1.18 Reconciliation of CAS database (active cards, service wise & package wise) with SMS database to be provided by Operator. CAS vendor must to certify reconciliation of data.
 - 1.19 No activation/ deactivation from direct CAS system, it must be routed via SMS client only.
 - 1.20 Operator's should provide CAS vendor certified copies of active/inactivate channel wise/product wise report & Package/product report during audit period.

- 1.21 CA system should have the capability of providing history of all actions taken for at least previous 24 months.
- 1.22 The SMS & CAS should be capable of individually addressing subscribers, on a channel by channel and STB by STB basis.
- 1.23 Both CA & SMS systems should be of reputed vendors/suppliers and should have been currently in use by other pay television services that have an aggregate of at least one million subscribers in the global pay TV market.
- 1.24 The CAS system provider should be able to provide monthly log of the activations on a particular channel or on the particular package.
- 1.25 The SMS should be able to generate itemized billing such as content cost, rental of the equipments, taxes etc.
- 1.26 The CAS and/or SMS system suppliers should have the technical capability in India to be able to maintain the system on 24x7 basis throughout the year.
- 1.27 Operator agrees that it shall at its sole cost, be responsible for ensuring the Channel(s) is distributed via a digital, encrypted format signal receivable through its CA system only by its bona fide Subscribersto the Channel(s).
- 1.28 Forensic watermarking to be implemented on the Operator headend & STBs.
- 1.29 The STB must have secure chip set with mandatory pairing.
- 1.30 There should be a system in place to secure content between decryption & decompression within the STB.
- 1.31 The STBs should be addressable over the air to facilitate Over the Air (OTA) software upgrade.
- 1.32 The PVR enabled STBs must be such that any recorded content is capable of being replayed only with the use of that STB. Once the Subscriber is disconnected, the Subscriber will not be able to have access to any recorded content.
- 1.33 Types of STB launched/to be launched:
 - a. Vanilla STB
 - b. PVR STB
 - c. Others (please specify)

SCHEDULE H
ANTI PIRACY

Piracy, piracy reports and prevention

- 1.34 The Operator shall immediately notify Broadcaster if it ascertains or becomes aware that (hereinafter, each a "**Piracy Event**"):
- 1.34.1 Any Smart Card or STB is being located, supplied or sold outside the Authorized Area,
 - 1.34.2 The Channel(s) is being viewed via a Smart Card or STB by a STB party that is not a residential Subscriber,
 - 1.34.3 A Smart Card is being used for viewing the Channel(s) anywhere other than the registered address of a residential Subscriber in the Authorized Area, or
 - 1.34.4 A Smart Card and/or STB is being used by a cable operator to distribute the Channel(s).
- 1.35 If Broadcaster becomes aware of a Piracy Event then, at Broadcaster's request, Operator shall take all necessary steps to prevent or to stop such unauthorized or illegal use of the Channels or signals thereof.
- 1.35.1 In the event Broadcaster decides to take legal or other action against any infringing party committing or causing any Piracy Event, Operator shall provide all necessary assistance to Broadcaster to prevent or combat such Piracy Event.
 - 1.35.2 If Operator wishes at its cost to take legal or other action of any kind against any party alleged to be infringing a right of Broadcaster, where Broadcaster shall be one of the parties to such action, it shall notify Broadcaster in writing and seek Broadcaster's prior written consent. Where Broadcaster consents to Operator taking legal or other action on behalf of Broadcaster, Operator shall keep Broadcaster fully informed of the progress of such action. Operator shall not settle, attempt to settle or otherwise compromise the rights of Broadcaster or its Operators without the prior written consent of Broadcaster.
- 1.36 If Operator's Conditional Access is hacked or otherwise compromised, Operator agrees to change or upgrade, within 60 days of Operator becoming aware of such hacking, its CA and/or SMS to ensure that the Conditional Access cannot be hacked or compromised within the Authorized Area. If Operator does not make such change or upgrade within such period of time, Broadcaster shall have the right to suspend or terminate this Agreement in accordance with Clause 15. During such period, Operator shall implement a temporary fix to protect the Channel(s).
- 1.37 The Operator shall investigate and report to Broadcaster any incidents of copying, transmitting, exhibiting or other illegal use of the Channels via a STB and/or Smart Card, or any illegal or unauthorised distribution or use of the STBs or Smart Cards or other equipment that enable access to the Channels.

SCHEDULE I**Audit**

The intent of the audit is to ensure:

- That Operator's systems are fully compliant with all regulatory requirements
- Revenue assurance of broadcaster and to ensure that true and correct subscriber reports are generated and submitted by the Operator.
- Compliance with contractual commitments as per interconnect agreement

The audit shall cover and include the following:

1. Headend Audit
2. CAS audit
3. SMS audit
4. Data integrity of CAS and SMS
5. STB audit
6. Distribution Network audit- Territory/areas covered
7. Anti-piracy measures
8. Broadcasters IRDs physical verification and their respective status
9. Interconnection Regulation
10. TS recording at various places
11. Validation of Ground Samples
12. Any other process, check or activity deemed fit by the TRAI empanelled Auditor.

The Parties acknowledge and agree that the scope of the Audit shall be modified and/or replaced / revised in the event TRAI notifies or recommends any changes in this regard during the Term of this Agreement. The Operator undertakes that the Operator shall always comply with the requirements stipulated by TRAI in respect of the Audit Manual

Scope and Scheduling of Audit:

Head End Audit OPERATOR should provide Complete information including Accurate Schematic Diagram of all their Head Ends (Back up/Mini, etc), Earth Stations, Systems and Processes for Audit and Auditing Purpose.

- OPERATOR 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.
- Perform checks on IP configuration to confirm and identify live and proxy servers. This shall include IP credentials of all the servers include MUX
- All TS from MUX should be encrypted for the territory.
- OPERATOR to ensure that his Network Watermark logo is inserted on all Pay Channels at encoder end only.
- Take inventory IRDs + VCs installed in each head-ends including their serial numbers. Make note of broadcaster IRDs + VCs available but not installed.
- Check MUX configuration to validate number of Transport Streams ("TS") configured with SID, scrambling status of each SID and ECM and EMM configuration.
- Take screenshot of all Transport Streams from MUX and compare with results of field TS recording.
- Take information of QAMs installed and powered to identify streams available for local insertion by LCOs.
- Use FTA cable box/ TS analyser to confirm whether all channels are encrypted

II. CAS Audit: OPERATOR to provide all below information correctly: Make & version of CAS installed at Head End.

- CA system certificate to be provided by OPERATOR.
- CAS version installed should not have any history of hacking, certificate from CAS vendor required.
- CAS should be able to generate log of all activities i.e. activation/deactivation/FP/OSD.

- CAS should be able to generate active/deactivate report Channel wise or Bouquet / Subscriber Package wise.
 - STB's & cards to be uniquely paired from OPERATOR before distributing box down the line.
 - OPERATOR 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 KALAINAR TV by means of a fresh undertaking.
 - Reconciliation of CAS database (active cards, service wise and Bouquet / Subscriber Package wise) with SMS database to be provided by OPERATOR. CAS vendor required to certified reconciliation of data.
 - No activation / deactivation from direct CAS system, it must be routed via SMS client only.
 - OPERATOR 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.
- III. SMS Audit:** All product authorization must be from SMS only.
- SMS and CAS should be fully integrated.
 - The SMS should be computerized and capable to record the vital information and data concerning the subscribers such as:
 - Unique Customer Id
 - Subscription Contract number
 - Name of the subscriber
 - Billing Address
 - Installation Address
 - Landline telephone number
 - Mobile telephone number
 - Email id
 - A – la carte Channels or Bouquet / Subscriber Package subscribed to
 - Unique STB Number
 - Unique VC Number
 - The SMS should be able to undertake the viewing and printing historical data in terms of the activations, deactivations etc.
 - Location of each and every set top box VC unit
 - The SMS should be capable of giving the reporting at any desired time about:
 - The total no subscribers authorized
 - The total no of subscribers on the network
 - The total no of subscribers subscribing to a particular service at any particular date.
 - The details of channels opted by subscriber on A-la-carte basis.
 - The Bouquet / Subscriber Packagewise details of the channels in the Bouquet / Subscriber Package.
 - The Bouquet / Subscriber Package wise subscriber numbers.
 - The ageing of the subscriber on the particular channel or Bouquet / Subscriber Package
 - The history of all the above mentioned data for the period of the last 2 years
1. Following parameters should be validated during the common audit of Headend, CAS & SMS
- ii. Review Complete Network Diagram
 - iii. Undertaking from Operators for all SMS and CAS installed at Head end to identify Multiple CAS / SMS
 - iv. Certificate from CAS provider for details of CA ID, Service ID, N/w ID, version and no. of instances and servers installed. Also confirmation with respect to history of hacking to be provided by the CAS Vendor.
 - v. To check if OPERATOR specific coding / ID is available for Finger Printing
 - vi. Review the controls deployed to ensure integrity and reliability of the reports such as logs, access controls, time stamp etc.
 - vii. Review the Subscriber parameters which are captured in the SMS and validate if following parameters are present for subscriber
 - Unique Subscriber ID
 - Subscriber Contract Details – No, Term, Date, Name, Address & contact details
 - Hardware details
 - viii. Review the subscriber's activation/ de-activation history in the SMS system

- ix. Validate if the SMS is integrated with CAS.
- x. Review if all the active and de-active STBs are synchronized in both SMS and CAS.
- xi. Validate if independent logs/report can be generation for active and de-active VCs with the product/channels active in both SMS & CAS.
- xii. Review if the system supports the Finger Printing and OSD features at Box level, Customer account level as well as Global level.
- xiii. Validate if all the STBs are individually addressable from the System and are paired with the viewing cards.
- xiv. Review the Electronic Programming Guide to check LCN/CDN and genre of all Channels
- xv. Review the various packages programmed in the Systems with respect to the subscriber reports submitted to KALAINAR TV/ Aggregators.
- xvi. Extraction and Examination of System Generated reports, statistics, data bases, etc. pertaining to the various Bouquets, Subscriber Package, Channel availability, bouquet / Subscriber Package composition, rates,
- xvii. Review of the following reports are supported by SMS and CAS.
 - a. Total no of Subscribers – active & de-active separately
 - b. De-active subscribers with ageing
 - c. Channel wise Subscribers - total
 - d. Channel wise Subscribers – split by Bouquet / Subscriber Package
 - e. Revenue by Bouquet, Subscriber Package or A-la-carte Channel
 - f. Subscriber/Revenue Reports by State/City
 - g. No of Bouquets / Subscriber Package offered
 - h. List of Channels / rates of each Bouquet / Subscriber Package
 - i. Rate Card Options offered / Attached with active Subscribers
 - j. Historical data reports
 - k. Free / demo Subscribers details
 - l. Exception cases – active only in SMS or CAS

- IV. STB Audit:** All STB should be individually paired in advance with unique smart card at central warehouse of OPERATOR before handing down the line distribution.
- OPERATOR to provide details of manufacturers of STB's being used / to be used by him (OS/Software, memory capacity, zapping time).
 - OPERATOR should provide one set of all type/model of boxes for testing and monitoring purpose.
 - All STBs used by OPERATOR's should be certified by their CAS vendor.
 - ECM/EMM base Forced messaging and ticker mode should be available.
 - All the STBs should have Conditional Access.
 - The STB should be capable of doing Finger printing. The STB should support both Entitlement Control Message (ECM) & Entitlement Management Message (EMM) based fingerprinting.
 - The STB should be individually addressable from the Head end.
 - The messaging character length should be minimum of 120 characters.
 - There should be provision for the global messaging, group messaging and the individual STB messaging.
 - The STB should have forced messaging capability.
 - The STB must be BIS compliant.
 - The STBs should be addressable over the air to facilitate Over The Air (OTA) software upgrade.
 - Types of boxes launched / to be launched:
 - Vanilla STB
 - DVR STB
 - Hybrid Box
 - Others (please specify)
 - Please furnish STB details as following:
 - Open Standards or Proprietary?
 - Audio Video and Data I/O Configuration?
 - Local Storage?
 - Smarts Card?
 - PVR Functionality?
 - Tamper Resistance?
 - I/O Copy Protection? Please provide the details.

- I/O Interface to Other Devices?
 - Are the STB's interoperable?
 - DVR / PVR STB should be compliance of following;
 - Content should get recorded along with FP/watermarking/OSD & also should display live FP during play out.
 - Recorded content should be encrypted & not play on any other devices.
 - Content should get record along with entitlements and play out only if current entitlement of that channel is active.
 - User should not have access to install third party application/software.
 - Does the Set Top Box support any type of interactive middleware? Please describe.
- V. **Distribution Network Audit:** OPERATOR should provide below information in detail:
- Service area to be defined.
- VI. **Anti-Piracy Measure:** Use of any device or software should not invalidate the fingerprinting.
- The OVERT Finger Printing should not be removable by pressing any key from the remote.
 - The OVERT Finger printing should be on the top most layer of the video.
 - The Finger printing should be such that it can identify the unique STB number or the unique Viewing Card (VC) number.
 - The Finger printing should appear on all the screens of the STB, such as Menu, EPG etc.
 - The location of the Finger printing should be changeable from the Head end and should be random on the viewing device.
 - The Finger printing should be possible on global as well as on the individual STB basis.
 - The Overt finger printing and On screen display (OSD) messages of the respective Company should be displayed by the OPERATOR without any alteration with regard to the time, location, duration and frequency.
 - Covert finger printing should be available.
 - No common interface Customer Premises Equipment (CPE) to be used.
 - The STB should have a provision that OSD is never disabled.
- VII. **Commercial Audit***
1. Provide system generated Channel-wise and Bouquet / Subscriber Package-wise reports of channels for the platform in a non-editable format.
 2. Understand/ Verify the Customer Life Cycle Management process by performing a walkthrough of the following processes and their underlying systems
 - Customer acquisition
 - Provisioning of the subscriber in authentication, billing and SMS system
 - Bouquet / Subscriber Package change request process
 - Customer Retention process, if any
 - Deactivation and churn process
 3. Understand/ verify the various Bouquets / Subscriber Package being offered to customers
 - Obtain details of all approved Bouquets / Subscriber Package and add on which are being offered to customers
 - Interactions with the Operator's marketing and sales team on how the various channels are being marketed
 - Any special marketing schemes or promotions
 - Details of the consumers subscribing to the various Bouquets / Subscriber Package, including 'demo'/ free/ complimentary/ testing/ promotional subscribers
 4. 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
 5. Analyze declaration reports on a sample basis:
 - Reconciling the declaration figures with base data from various systems (SMS / Provisioning / Billing and Authentication systems).
 - Analyse the computation of average subscribers.
 - Ascertain the average subscribers for a specific period on a sample basis by generating a sample report for a given period in the presence of the representative/auditors.
 6. Analysis of the following:
 - Input and change controls of customer data into SMS.

- SMS user access controls – authentication, authorization and logging.
- Analyze system logs to identify any significant changes or trail of changes made.
- Security controls over key databases and systems including not limiting to SMS, Provisioning, authentication and billing systems.
- Review the system logic for the reports which are inputs to Broadcaster declarations.
- Channel allocation/fixation to a particular LCN/CDN.
- Mapping of subscriber id across the CRM and SMS billing system if the same is different across the systems.
- Sample of activation and deactivation request logs.
- Numbers of the active subscribers for sample months (report to be taken in front of the auditors/ rep).
- Confirmation of the numbers on the middle of the month on a random chosen dates (report to be taken in front of the auditors/ representatives of both parties).
- Live Demo of the queries being put in to the system to generate different reports.
- List of CAS and SMS used by Operator in DAS area. Incase more than one CAS and SMS system is used by Operator, then understand and analyze how the markets are segregated, controlled, reported and invoiced.
- Similarly, list of head-ends of the operator providing services from all head-ends, understand and analyze how the two markets are segregated, controlled, reported and invoiced.

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

VIII Basic Audit checks to be completed

- “As on Date” Reconciliation of VC and STB from complete CAS and SMS for the date of Audit. Any discrepancy of VC not active in CAS but found active in SMS or vice versa should be reported in Actual numbers as well as percentage of the total base
- Reconciliation of VC and STB from complete CAS and SMS for the historical months over the audit period. Any discrepancy of VC not active in CAS but found active in SMS or vice versa should be reported in Actual numbers as well as percentage of the total base
- “Transaction log” Reconciliation of VC and STB numbers obtained from logs of complete CAS and Logs of SMS with the subscriber report provided to broadcaster for each month. Any discrepancy should be reported in Actual numbers as well as percentage of the total base.
- Reconciliation of VC and STB from CAS and SMS for each channel for the date of Audit. Any discrepancy should be reported in Actual numbers as well as percentage of the total base
- Reconciliation of VC and STB numbers for each channel obtained from Logs (Transactional logs as well as configuration logs) of complete CAS and SMS Logs with the Broadcasting report of each month. Any discrepancy should be reported in Actual numbers as well as percentage of the channel count reported.
- Reconciliation of Channels configured for a package in SMS and channel configured for respective package/product in CAS. The report should provide numbers of channels not in CAS for the product which were present in SMS package and vice versa
- A 3 way reconciliation on channel wise count of Broadcasting report, CAS and SMS should be done at count level for the day of Audit as well as historical period and any exception of count should be reported in actual numbers as well as percentage of reported number.
- Reconciliation of channels/IRD's which have been obtained by OPERATOR but not activated/subscribed by any customer. All such channels where IRD's are active but subscriber count is zero should be reported.
- Reconciliation of LCN and Genre declared by broadcaster with the actual LCN and genre found during Audit. All mismatches of LCN and genres found during audit to be reported.
- Report the channels found running in Unencrypted or analogue mode on the day of Audit
- Auditor to compare the STB/VC field samples with VC and STB data extracted during the audit from CAS and SMS. All exceptions to be reported.
- Auditor to compare TS recording data of OPERATOR's CAS systems provided by Broadcaster during period under audit and CAS declared by the OPERATOR. All exceptions to be reported in audit report.

- Auditor to highlight critical data not provided by OPERATOR or the data which was not available or any other exclusion and limitations. Auditor to provide his assessment whether those exclusions and limitation limit ascertaining of true and correct subscriber count.
- Auditor to highlight if any free access (to be defined) channels are available
- Auditor to compare VC's from SMS and compare with the VC's on which payment has been received through prepaid system from the customer in last 6 months. Any cases where payment has been received for the month but No VC appearing in Active SMS data for the month should be reported as exception
- Auditor to compare VC's from SMS and compare with the VC's on which complaint has been received in last 6 months. Any cases where complaint has been logged has been received for the month but No VC appearing in Active SMS data for the month should be reported as exception.
- All cases to be reported after analyzing logs of MUX/Scramblers whenever there were signals running in unencrypted mode during the Audit period.
- Auditors to report if TS was configured in such a way that local insertion of channel was not possible in an un-encrypted mode during Audit period and report the same.

IX Basic hygiene checks for Audit

- OPERATOR to declare and provide all admin/super admin login access to CAS & SMS servers, IT systems & head-end equipment to auditors
- OPERATOR to allow auditors to run queries to extract data / logs / reports from live SMS and CAS systems. (Auditors to not accept any pre-extracted data/reports from SMS & CAS systems)
- OPERATOR to allow extracted data / reports / logs to be downloaded to auditor's systems for detailed analysis
- All data from CAS and SMS server should be extracted by auditor in such a manner that no STB/VC is left out from the database. Auditors should understand the data extraction queries that are run on the live CAS & SMS servers.
- A screen shot of the Queries that are run should be part of the data stored with password protected>Data extraction queries scripts and explanation of terminology to be preserved and also provided to the broadcasters along with the audit report and data stored with password protected.
- Auditor and Broadcaster representative should be physically present during the extraction of CAS & SMS data and should not leave the data extraction activity to CAS & SMS vendors.
- The Audit report shall contain the information sought in Schedule 1 to Schedule 4 of this Schedule I.
- All data to be extracted from backend using queries or verify the data obtained from SMS/CAS frontend by writing queries on the backend database after understanding the table structure:
 - As on date Active and De-active Subscriber count in the network
 - As on date Active and De-active counts with STB/VC with location specific report
 - As on date Active and De-active Channel and package wise subscriber count and a report containing details of such STB/VC
 - Historical month-end active and de-active STB/VC wise subscriber counts and a report containing details of such STB/VC for the audit period
 - Historical month-end active and de-active package and channel-wise subscriber counts and a report containing details of such STB/VC for the audit period
 - As on date channel composition of packages
 - Channel composition of packages for historical period (audit period)
 - Transaction logs and package composition change logs (all actions performed since inception) like activation, de-activation, suspensions and other commands with date and time stamp
 - Inventory of all the VC/UA/Mac ID from the SMS server

Any other information, data or testing requirement deemed fit by the TRAI empanelled Auditor as per extant regulations.

Schedule - 1

**Distributor
Logo**

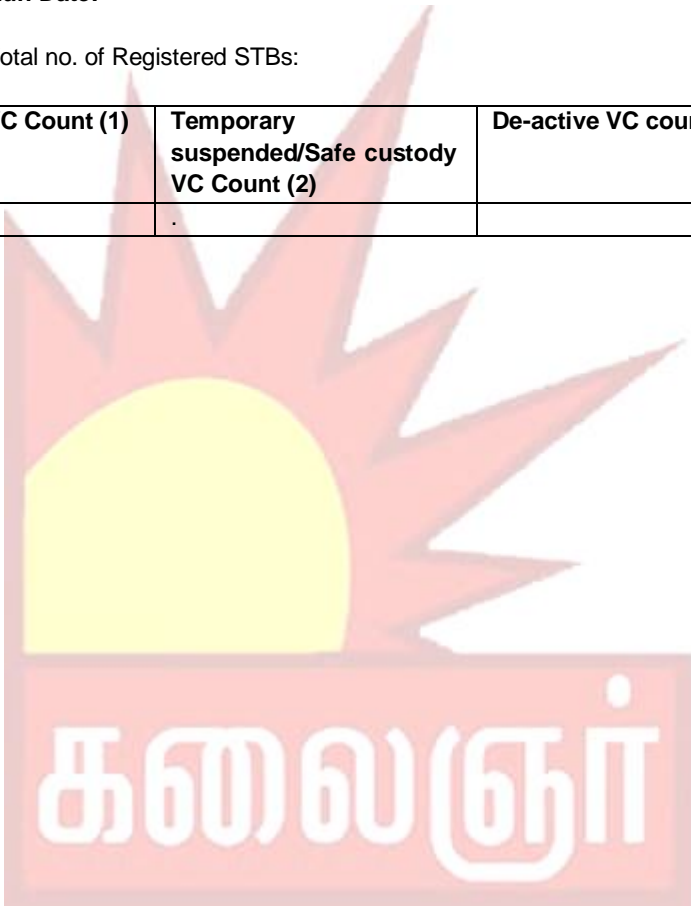
Report title: Total No. of Registered STBs

Run Time:

Run Date:

Total no. of Registered STBs:

Active VC Count (1)	Temporary suspended/Safe custody VC Count (2)	De-active VC count (3)	Blacklist VC count (4)	Total registered VC's (1+2+3+4)
.



Schedule -

Distributor
Logo

Report title: **Package wise VC Count**

Run Time:

Run Date:

Package wise VC Count:

Sr No	Package/A-la-carte Name	Package/A-la-carte ID	Count on 7 th	Count on 14 th	Count on 21 st	Count on 28 th	Average Count
.



Schedule -

Distributor
Logo

Report title: **Package wise Channels details**

Run Time:

Run Date:

Package wise channel details:

Sr No	Package/Alacarte Name (SMS)	Package/A-la-carte ID (SMS)	CAS PIRD	Channel name	Broadcaster	FTA or PAID status
.



Schedule - 4

**Distributor
Logo**

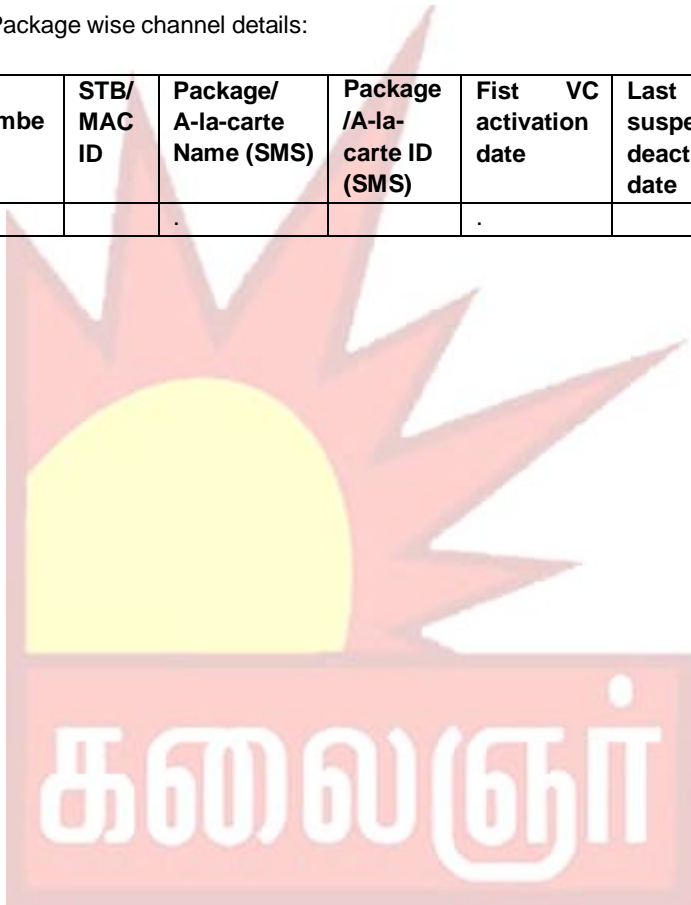
Report title: VC wise package details

Run Time:

Run Date:

Package wise channel details:

Sr No	VC number	STB/MAC ID	Package/A-la-carte Name (SMS)	Package /A-la-carte ID (SMS)	Fist activation date	VC	Last suspension/ deactivation date	Last re-Activation date	Package start date	Package end date	VC Status
.			.		.						



SCHEDULE J

HARDWARE FORM

This Hardware Form forms an integral part of Reference Interconnect Offer bearing agreement number

Customer Code : _____

Customer Name : _____

Location Code: _____

Installation Location Address:

Address : _____

City/Town/Village : _____

Pin code : _____

Taluka/Tehsil : _____

District : _____

State : _____

Channel wise serial number details of all IRDs, VC Nos and CAMs of the Services being subscribed by the Operator at the location:

Installation Type: _____

Sr. No	Select	Name of the Channel	IRD NO/PIRD No	VC NO	CAM NO
1	<input type="checkbox"/>				
2	<input type="checkbox"/>				
3	<input type="checkbox"/>				
4	<input type="checkbox"/>				
5	<input type="checkbox"/>				
6	<input type="checkbox"/>				
7	<input type="checkbox"/>				
8	<input type="checkbox"/>				
9	<input type="checkbox"/>				
10	<input type="checkbox"/>				
11	<input type="checkbox"/>				
12	<input type="checkbox"/>				
13	<input type="checkbox"/>				
14	<input type="checkbox"/>				
15	<input type="checkbox"/>				
16	<input type="checkbox"/>				
17	<input type="checkbox"/>				
18	<input type="checkbox"/>				
19	<input type="checkbox"/>				
20	<input type="checkbox"/>				
21	<input type="checkbox"/>				
22	<input type="checkbox"/>				
23	<input type="checkbox"/>				

24	<input type="checkbox"/>				
25	<input type="checkbox"/>				
26	<input type="checkbox"/>				
27	<input type="checkbox"/>				
28	<input type="checkbox"/>				
29	<input type="checkbox"/>				
30	<input type="checkbox"/>				
31	<input type="checkbox"/>				
32	<input type="checkbox"/>				
33	<input type="checkbox"/>				
34	<input type="checkbox"/>				
35	<input type="checkbox"/>				
36	<input type="checkbox"/>				
37	<input type="checkbox"/>				
38	<input type="checkbox"/>				
39	<input type="checkbox"/>				
40	<input type="checkbox"/>				
41	<input type="checkbox"/>				
42	<input type="checkbox"/>				
43	<input type="checkbox"/>				
44	<input type="checkbox"/>				
45	<input type="checkbox"/>				
46	<input type="checkbox"/>				
47	<input type="checkbox"/>				
48	<input type="checkbox"/>				
49	<input type="checkbox"/>				
50	<input type="checkbox"/>				
51	<input type="checkbox"/>				

The Operator acknowledges the receipt/possession of the IRDs/PIRDs as detailed above and certifies them to be found in excellent working condition. The Operator further undertakes to provide Hardware Undertaking of KALAINAR TV as may be provided and amended by KALAINAR TV from time to time.
Capitalized terms unless otherwise defined herein shall bear the same meaning as ascribed to them under the Reference Interconnect Offer.

<p>For _____</p>	<p>_____</p> <p>Name : _____</p> <p>Designation: _____</p> <p>*Date: February 1, 2023</p>
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For Kalaingar Tv Private Limited

Name: _____

Designation:

*Date: February 1, 2023



SCHEDULE K

A. SERVICE FORM 1

APPLICATION FORM FOR REQUEST OF SIGNALS OF KALAI GNAR TV CHANNELS BY Operator

(As per Clause 10 (4), (5) and (6) of Chapter IV of the Interconnection Regulations)

1. Name of the Operator:
2. The names of Owners/Directors/Partners of the Operator:
3. Registered Office address:
4. Address for communication:
5. Name of the contact person/ Authorized Representative:
6. Telephone: _____, Mobile: _____
7. Email address: _____
8. Copy of certificate of registration/ permission/ license (Copy Attached): _____ (Yes / NO)
9. Details of Head-end, Conditional Access Systems (CAS) and Subscriber Management Systems (SMS) deployed by the Operator to be attached along with this Application Form.
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:
As per the details provided in Annexure 1
11. Area wise present subscriber base of the Operator: **As per the details provided in Annexure 2**
12. List of channels and bouquets for which signals of television channels are requested: **As per the details provided in Annexure 3**
13. Goods & Services Tax registration number: _____
14. PAN No. (Attach a copy): _____
15. Are the CAS/ SMS in compliance with the regulations: YES / NO
16. Copy of the report of the Auditor in compliance of the Schedule III and Schedule IX of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable System) Regulations, if available (Copy Attached): YES / NO

(Stamp & Signature)

Name: _____

Designation: _____

Date and Place: _____

DECLARATION

I _____ s/o, d/o _____,
(Owner/Proprietor/Partner /Director/ Authorized Signatory), of _____ (Name of the Operator), 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 and Schedule IX of the Interconnection Regulations. The configuration and the version of the addressable system have not been changed after issuance of the report by the Auditor.

(Stamp & Signature)

Name: _____

Designation: _____

Date and Place: _____

MANDATORY SUPPORTING DOCUMENTS TO BE SUBMITTED ALONG WITH APPLICATION FORM SEEKING SIGNALS OF KALAINAR TV CHANNELS:

- i. PAN Card;
- ii. Goods & Services Tax Registration Certificate;
- iii. Tax Deduction Account Number (TAN)
- iv. Certificate / Registration issued to the Operator by the Ministry of Information and Broadcasting (MIB) to operate in DAS area under Rule 11C/11E of the Cable Television Networks Rules 1994 (as amended) and other approvals from the relevant Governmental Authority along with all relevant supporting documents, including licenses;
- v. Copy of the resolution passed by the board of directors of the Operator or an authority letter from the Operator authorizing_ to execute the Interconnection Agreement on behalf of the Operator;
- vi. CAS declaration from the conditional access vendor in the format set out at **Schedule F**.
- vii. SMS declaration from the SMS vendor in the format set out at **Schedule F**.

Annexure 3 to Service Form 1**I. List of Kalaignar Tv Channels offered on A-la-Carte basis for which signals are requested**

We are desirous of availing the signals of the following Kalaignar Tv Channels are marked as yes in the table below on A-la-Carte basis:

S. No.	Name of Channel	Genre	Language	A-la-carte Channel Code	**Status/C heck box	*ORP
1	Kalaignar Tv	General Entertainment	Tamil	KGR001	<input type="checkbox"/>	
2	Kalaignar Isaiaruvi	Music	Tamil	KGR002	<input type="checkbox"/>	
3	Kalaignar Siripolli	General Entertainment	Tamil	KGR003	<input type="checkbox"/>	
4	Kalaignar Murasu	Movie	Tamil	KGR004	<input type="checkbox"/>	
5	Kalaignar Seithigal	News	Tamil	KGR005	<input type="checkbox"/>	

Total Count of Kalaignar Tv Group Channels to be availed on A-la-Carte Basis		
---	--	--



II. List of Bouquets of Pay KALAIgnAR TV Channels

We are desirous of availing the following Bouquet of Pay KALAIgnAR TV Channels marked as yes in the table below:

Sr. No.	Select / Checkbox	Bouquet Name	Kalaigar Tv Bouquet Code
1	<input type="checkbox"/>	Kalaigar Tamil Bouquet	KGRTV001



ANNEXURE 4 to Service Form 1
INCENTIVE SCHEME(s) ON PAY KALAINAR TV
CHANNELS

IF OPERATOR INTENDS TO OPT FOR INCENTIVES: Yes NO

1. KALAINAR TV is offering the following incentives on the MRP of Pay KALAINAR TV Channels set out in this **Schedule C** subject to OPERATOR fulfilling the conditions set out herein

2. **Incentives offered by KALAINAR TV on Pay KALAINAR TV Channels:**

- I. Channel Penetration Incentive
- II. Identified Channel Penetration Incentive
- III. Subscriber Audit Incentive
- IV. Special Incentive

3. **Incentive Eligibility Parameters for Incentive on MRP of pay KALAINAR TV Channels**

- a) Meeting the LCN Requirements
- b) Compliance with all applicable terms and conditions under this Agreement and the **2022 Amendment Regulations**.
- c) **Reports:** In order to be eligible for any of aforementioned Incentives offered by KALAINAR TV, the OPERATOR shall provide KALAINAR TV, State wise Subscriber Reports along with the LCN Report and Reports for Special Incentive in the format set out in Schedule **E** to this Agreement.
- d) **Subscriber Records, Access and Audit:** KALAINAR TV (through empaneled auditors) shall during the Audit referred to in **Clause 14** of this Agreement, be entitled to access the Records, SMS, CAS and related systems of the OPERATOR in order to determine the correctness of various reports referred to in this **Schedule E**.
- e) It is clarified that "Channel Penetration Incentive", "Identified Channel Penetration Incentive", "Subscriber Audit Incentive" and "Special Incentive" can be availed separately upon achievement of respective Incentive Eligibility Parameters.

4. **LCN Requirements:**

4.1 Condition Precedent for availing any of the Incentives under this Agreement: To be entitled for Channel Penetration Incentives and/or, Identified Channel Penetration Incentives and/or Subscriber Audit Incentives and/or Special Incentive, the meeting the LCN rank as set out below, shall be the condition precedent along with compliance of all applicable terms and conditions of this Agreement and the TRAI Regulations.

4.2 LCN Penetration Qualifying Parameters: The Operator shall be entitled to any/all Incentives subject to OPERATOR fulfilling the LCN requirements as per LCN Slabs set out hereinbelow, and meeting the eligibility parameters, including the LCN Penetration Qualifying Parameters set out in this Schedule C.

4.3 LCN Slabs: LCN Slabs i.e. logical channel number ("LCN") slabs shall be based on the OPERATOR maintaining the LCN rank as per the LCN Slabs on OPERATOR's Platform, in OPERATOR's electronic program guide (EPG) system, for the Term for any/all of the KALAINAR TV Channels, within specified genre and language (as listed in **Table A** below). LCN rank would be measured against the Competing Channels tabulated against each of the KALAINAR TV Channel listed below in Table A.

For the purpose of this Agreement, Competing Channel for each of KALAINAR TV Channel shall mean the channel of competing Broadcasters as listed against the concerned KALAINAR TV Channel in Table A hereinbelow.

TABLE – A**Genre and Logical Channel Number (LCN) Slabs**

Sr. No.	Channel Name	Genre	Competing Channels	Slab 1	Slab 2
1	Kalaignar Tv	General Entertainment (Tamil)	Sun TV, Star Vijay, Zee Tamil and similar channels	1 to 4	5 to 6
2	Kalaignar Isaiaruvi	Music (Tamil)	Sun Music, Jaya Max, and similar channels	1 to 6	7 to 8
3	Kalaignar Siripolli	General Entertainment (Tamil)	Sun TV, Star Vijay, Zee Tamil and similar channels	1 to 8	9 to 12
4	Kalaignar Murasu	Movies (Tamil)	K TV, Vijay Super, Zee Thirai and similar channels	1 to 10	11 to 14
5	Kalaignar Seithigal	News (Tamil)	Polimer News, Sun News, Puthiyathalaimurai, Thanthi TV, News 18 Tamilnadu , News Tamil 24x7 and Similar channels	1 to 3	4 to 5

4.4 OPERATOR has to place all Pay KALAI GNAR TV Channels that have been availed by the OPERATOR under this Agreement in Slab 1 in order to achieve “Slab 1 Eligibility”. In case, the OPERATOR places one or more Pay KALAI GNAR TV Channel(s) in Slab 2, then the OPERATOR will qualify for “Slab 2 Eligibility”.

4.5 If any one or more Pay KALAI GNAR TV Channels neither placed in Slab 1 nor in Slab 2, OPERATOR shall not be eligible for any Incentive including Channel Penetration Incentives, Identified Channel Penetration Incentives, Subscriber Audit Incentives and Special Incentive.

4.6 For the purpose of determining the applicable LCN Slabs for each of the Pay KALAI GNAR TV Channel, for the purpose of this **Schedule C** for Channels, all Local Channels and/or Platform Services of the OPERATOR will be considered along with various broadcast channels.

4.7 In the event a Channel has different LCN ranks across OPERATOR’s network then the least unfavourable LCN rank (highest numerical value) of the said Channel will be considered for the purpose of calculating the LCN Slab for such Channel.

4.8 In the event that the OPERATOR, for any reason whatsoever, fails to place any Channel as per the defined Slabs in Table A, during any day of the month, during the Term and is not able to restore the Pay KALAI GNAR TV Channel(s) in the defined Slabs within 3 days from such displacement (“Cure Period”), then the OPERATOR will not be eligible under the “LCN Slab Eligibility” for that particular month and the OPERATOR will not receive any of the Incentives for any of the Pay KALAI GNAR TV Channels availed by OPERATOR under this Agreement for that particular month.

4.9 OPERATOR shall provide the LCN Report in the format set out in Table No 3 of Schedule E to this Agreement.

Table – B

LCN Incentive Slabs

Particular	Percentage Incentive	
	Slab 1 Eligibility	Slab 2 Eligibility
Maximum incentives for Channel Penetration	5%	3%
Maximum incentives for Identified Channel Penetration	7%	4%
Maximum incentives for Subscriber Audit under Section 15(2)	2%	2%
Maximum incentives for Special Incentive	1%	1%
Total Maximum Incentives	15%	10%

5. Channel Penetration Incentive:

- 5.1 Subject to the OPERATOR complying with the eligibility parameters set out herein,, the OPERATOR shall be eligible for Channel Penetration Incentive based on percentage penetration of a subscribed Channel achieved by OPERATOR in its respective Target Market (as tabulated below). Channel Penetration shall be calculated as a percentage of the said Channel's "Total Active Subscriber base of the OPERATOR" as mentioned in **Table C, Table D** and **Table E** herein below.
- 5.2 For sake of clarity, Percentage Penetration of respective Channel will be calculated by dividing "Active subscriber base of the Channel" of that Channel by "Total Active Subscriber base of the OPERATOR".
- 5.3 In case of the said KALAINAR TV Channel(s) has a Standard-Definition variant and corresponding High-Definition variant then, for the Standard-Definition Channel, "Active subscriber base of the Channel" mean total active subscribers of the Standard-Definition variant of the channel and the "Total Active Subscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to only Standard-Definition channel(s). and in case the said KALAINAR TV Channel(s) is a High- Definition Channel, the "Total Active Subscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to at least one High-Definition channel.
- 5.4 In case of the said KALAINAR TV Channel(s) has only a Standard-Definition variant then, the "Total Active Subscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to Standard-Definition channel(s) as well as High-Definition channel(s).
- 5.5 In case of the said KALAINAR TV Channel(s) has only a High-Definition variant then, the "Total Active Subscriberbase of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to one or more High-Definition channel(s).
- 5.6 In case of Kalaingar Tv Thirai and Kalaingar Tv Picchar, the "Total Active Subscriber base of the OPERATOR" shall meantotal active subscribers of the OPERATOR who have subscribed to Standard-Definition channel(s) as well as High-Definition channel(s).
- 5.7 Once the Channel Penetration is calculated, the Channel Penetration Incentive shall be paid basis the Penetration Achievement of a KALAINAR TV Channel as against the prescribed Penetration Threshold for that Channel in the Target Market tabulated below by the OPERATOR and the applicable Slab eligibility under the Channel Penetration Incentive Slabs set out below.

Table – C

Channel Penetration Incentive Slabs

Penetration Achievement	% Incentive (Slab 1 Eligibility)	% Incentive (Slab 2 Eligibility)
As per channel wise penetration requirement as mentioned in Table D below	5.0%	3.0%
5 p.p. less than penetration requirement (1 p.p. for "Low Penetration Requirement Channels")	3.0%	1.5%
10 p.p. less than penetration requirement (1 p.p. for "Low Penetration Requirement Channels")	1.5%	0.5%

P.p. means absolute percentage point.

"Low Penetration Requirement Channels" include channels for which penetration requirement is less than 40%.

Table – D (1)

Target Market wise Penetration Thresholds for “Standard Definition” Pay KALAINAR TV Channels which are part of Hindi Family Packs, All-in-One Packs and English Prime Packs

Channel	Tamil Nadu	Kerala	Karnataka	Andhra Pradesh	Telangana	Pondicherry	Maharashtra/Goa	West Bengal	Odisha	Gujarath	Rest of NESA	Punjab / Chandigarh	Haryana	Himachal Pradesh	Jammu Kashmir, Ladakh	Delhi	Bihar	Jharkhand
Kalaignar TV	95 %	95 %	95 %	95 %	95 %	95 %	80 %	65 %	75 %	80 %	80 %	85 %	85 %	85 %	85 %	85 %	85 %	85 %
Kalaignar Isaiaruvi	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %
Kalaignar Siripolli	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %
Kalaignar Murasu	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %
Kalaignar Seithigal	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %

NOTE:

- “Rest of NESA” market includes Arunachal Pradesh, Nagaland, Manipur, Mizoram, Meghalaya, Tripura. Penetration Threshold requirement for Dadra & Nagar Haveli and Daman & Diu will be as per Gujarat. Penetration Threshold for Sikkim will be as per West Bengal, Penetration Threshold for Lakshadweep will be as per Kerala. Penetration Threshold for Andaman & Nicobar islands will be as per Hindi Speaking states like Madhya Pradesh or Gujarat or Rajasthan.
- For other KALAINAR TV Channel(s) for which the required Penetration Threshold is not mentioned in Table D(1), Table D(2), Table D(3) and Table D(4) above, the OPERATOR shall be eligible for maximum Channel Penetration Incentive as per LCN “Slab Eligibility” in Table C above.
- For clarification, in Gujarat, if the Penetration Achievement of Kalaighnar Tv TV reaches 40% in a-la-carte and 45% as part of a bouquet, then the OPERATOR would be eligible to get the above-mentioned Penetration Incentive, as the Penetration Achievement of Kalaighnar Tv TV would be equal to Penetration Threshold i.e. 85%. In such case, the Penetration Incentive 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, respectively

6. Identified Channel Penetration Incentive:

- 6.1 Subject to the OPERATOR complying with the eligibility parameters set out in this Schedule, the OPERATOR shall be eligible for Identified Channel Penetration Incentive upon achievement of penetration percentage for each of the “Identified Channel” in respective Target Market as per the Penetration Threshold as mentioned in Table E(2) below.
- 6.2 If each of the Identified Channel meets the required Penetration Threshold in the Target Market as set out in Table E(2), then the OPERATOR will be eligible for Identified Channel Penetration Incentive on all KALAINAR TV channels in that Target Market as set out in Table E(1) depending on the “Identified Channel Penetration Criteria” and “Slab Eligibility” as per Clause 4 of this Schedule C above.
- 6.3 If any one or more of Identified Channel(s) does not achieve required penetration in respective Target Market as per Criteria A but achieves penetration as per Criteria B, then Identified Channel Penetration Incentive will be calculated as per Criteria B as mentioned in Table E(1) below for all KALAINAR TV channels.
- 6.4 Further, if any one or more of Identified Channel(s) achieves penetration in respective Target Market neither as per Criteria A nor as per Criteria B, then OPERATOR shall not be eligible for any Identified Channel Penetration Incentive in that Target Market for all KALAINAR TV channels.
- 6.5 For sake of clarity, percentage penetration of respective Identified Channel will be calculated as set out in Clause 5 of this Schedule C above.
- 6.6 Once each of the Identified Channel's Penetration is calculated, and corresponding “Identified Channel Penetration Criteria” is achieved, then the Identified Channel Penetration Incentive shall be calculated basis the applicable LCN Slab eligibility under the Identified Channel Penetration Incentive Slabs set out below.
- 6.7 In case the OPERATOR fails to achieve required penetration threshold for even a single Identified Channel as set out in Table E(2) below, the OPERATOR shall not be eligible for any “Identified Channel Penetration Incentive”.
- 6.8 It is further clarified that in the event the OPERATOR is unable to achieve the Penetration for even a single Identified Channel as per the Penetration Threshold in Table E(2) and the Slab Eligibility under the Penetration slab, the OPERATOR shall still be eligible for the Channel Penetration Incentive in which case, the penetration percentage shall be computed for that particular Channel in the manner set out in Channel Penetration Incentive in Table C above.
- 6.9 For Example, in the state of Gujarat, Kalaighnar Tv TV, &TV, Kalaighnar Tv Cinema and &pictures are the “Identified Channels”. If each of these four channels achieve penetration of 75% or more in Gujarat, the OPERATOR will be eligible for “Identified Channel Penetration Criteria A”. In this example, let us assume that OPERATOR has placed all KALAINAR TV channels as per LCN Slab 1 so that the OPERATOR has achieved “Slab 1 Eligibility”. As the OPERATOR has achieved “Identified Channel Penetration Criteria A” and “Slab 1 Eligibility”, then as per Table E(1), the OPERATOR will be eligible for 7% Identified Channel Penetration Incentive for Gujarat. Identified Channel Penetration shall be calculated as a percentage penetration of each Identified Channel over “Total Active Subscriber base of the OPERATOR”.

Table E(1)

Identified Channel Penetration Incentive

Identified Channel Penetration Incentive	Slab 1 Eligibility	Slab 2 Eligibility
Identified Channel Penetration Criteria A	7.0%	4.0%
Identified Channel Penetration Criteria B	3.5%	2.0%

Table E(2)

Target Market wise Penetration Thresholds for Identified Channels

Market	Standard Definition Identified Channels	
	Each of Identified Channels Penetration Criteria A	Each of Identified Channels Penetration Criteria B
Tamil Nadu , Karnataka, Andhra Pradesh, Telangana , Pondicherry, Kerala, Lakshadweep Gujarat, Madhya Pradesh, Chattisgarh, Rajasthan, Uttar Pradesh, Uttarakhand, Punjab, Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Ladakh, Delhi, Bihar, Jharkhand, Andaman & Nicobar, Maharashtra, Goa	75%	65%

Table E(3)

Target Market wise List of Identified Channels
for ascertaining Total Identified Channel Penetration achievement

Market	List of Identified Channels in SD
Tamil Nadu , Karnataka, Andhra Pradesh, Telangana, , Pondicherry, Kerala, Lakshadweep Gujarat, Madhya Pradesh, Chattisgarh, Rajasthan, Uttar Pradesh, Uttarakhand, Punjab, Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Ladakh, Delhi, Bihar, Jharkhand, Andaman & Nicobar, Maharashtra, Goa	Kalaigar Tv, Kalaigar Isaiaruvi, Kalaigar Siripolli, Kalaigar Murasu, Kalaigar Seithigal

7. Subscriber Audit Incentive:

7.1 Subject to the OPERATOR complying with the eligibility parameters set out herein, OPERATOR shall be eligible for Subscriber Audit Incentives if the OPERATOR enables and ensures that the Broadcaster caused Audit as per regulation 15(2) of the Interconnection Regulations is successfully completed as per “Audit Date” defined below as per **Table F** below:

Table F

Subscriber Audit Incentive under Section 15(2) Slab

Audit Date in terms of Section 15(2)	Percentage Incentive	Audit Incentive Slab
Audit Date in Q2 or Q3 (Calendar quarter) i.e. H1 of Financial year	2.0%	Audit Incentive Slab “A”
Audit Date in Q1 or Q4 (Calendar quarter) i.e. H2 of Financial Year	1.0%	Audit Incentive Slab “B”

7.2 All timelines are as per calendar year. The actual Audit commencement date shall be considered as “Audit Date” if total active subscriber base is less than 5 lakh. If total active subscriber base is greater than 5 lakhs then the date of Audit report submission of the audit causes under Regulation 15(2) of the Interconnection Regulations shall be considered as “Audit date”

7.3 For the purpose of eligibility of the Subscriber Audit Incentive, it shall be mandatory that the Audit under Regulation 15(2) of the Interconnection Regulations is successfully completed i.e. where Audit report is published by the Auditor and shared with the KALAINGAR TV by the Audit Date, is eligible for incentives.

7.4 Audit shall be conducted in accordance with the applicable TRAI Regulations, as may be amended from time to time and as per the scope of audit set out in this Agreement by TRAI empaneled Auditor. It is further clarified that the said Audit will be conducted independent of the incentive structure and the same shall have no bearing and/or impact and/or influence on the Audit process and Audit period.

7.5 For the calendar year 2023: If last conducted and concluded Audit in terms of Regulation 15(2) of the Interconnection Regulations has been completed in a period 9 months immediately preceding the date of implementation of NTO 2.1, then the OPERATOR shall be eligible for Subscriber Audit Incentive as per "Audit Incentive Slab A" irrespective of the the Audit Date subject to the condition that the gap in "audit date" of 2 consecutive Audits shall not be more than 12 months.

If last conducted and concluded Audit in terms of Regulation 15(2) of the Interconnection Regulations has not been completed during the time period of 9 months immediately preceding the date of implementation of NTO 2.1 then Audit Incentive Slab "A" shall be applicable for Audits if "Audit date" of "Successfully completed Audit" is within 6 months from the start of NTO 2.1 in CY 2023

Audit Incentive Slab "B" shall be applicable for Audits if "Audit date" of "Successfully completed Audit" is after 6 months from the start of NTO 2.1 in CY 2023

subject to the condition that the gap in "audit date" of 2 consecutive Audits shall not be more than 12 months

7.6 Calendar year 2024 onwards, If "Audit date" of previous "Successfully completed Audit" is within 12 months from the "Audit date" in the NTO 2.1, then Audit Incentive Slab "A" shall be applicable irrespective of the "Audit date"

If "Audit date" of previous "Successfully completed Audit" is not within 12 months from the "Audit date" in the NTO 2.1, then Incentive as per Table F shall be Applicable.

8. Special Incentive:

8.1 Subject to OPERATOR meeting eligibility parameters for availing any Incentive as set out herein, the OPERATOR shall be eligible for Special Incentive based on data shared with KALAINAR TV with respect to subscriber base of OPERATOR as detailed herein. The OPERATOR shall be eligible for a Special incentive of **1%** if the OPERATOR provides information as mentioned below in the format set out in **Table No's 4 to 8 of Schedule E** to this Agreement.

8.2 Special Incentive for any month will be applicable if the following information (by state / district / city) is provided to KALAINAR TV for that particular month:

- a) Total De-active Subscriber base of OPERATOR (Split by SD & HD)
- b) Total Active Subscriber base of the OPERATOR subscribing to any FTA and Pay channel(s) (Split by SD & HD)
- c) Total Active Subscriber base of the OPERATOR subscribing to only FTA channels.
- d) Total Active Subscriber base subscribing to any of KALAINAR TV Channels (Split by SD & HD)
- e) Total Active Subscriber base of the OPERATOR split by Operator packages.

9. KALAINAR TV reserves the right to amend, modify, alter, change, substitute, withdraw, add any of the terms and conditions of the Incentives at its sole discretion. In addition, KALAINAR TV at sole discretion amend the Incentive Scheme in the event, during the Term, (i) KALAINAR TV 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 Schedule and/ or the Agreement includes any additional channels (whether by way of a new launch, acquisition of any existing channel or otherwise), distributed by KALAINAR TV and/ or its current or future subsidiaries, and in such an event KALAINAR TV shall have the right to withdraw and/ or modify this Schedule and/ or the Incentives set out herein in its sole discretion.

10. Illustration for Incentive for channels selected on a-la-carte and Bouquet basis:

This illustration pertains to an OPERATOR which has Total Active Subscriber Base of 1,00,000 subscribers spread across 3 states of Maharashtra/Goa, Gujarat and Karnataka. For the sake of illustration, it is assumed that the OPERATOR has selected few KALAINAR TV Bouquets and few KALAINAR TV Channels on a-la-carte basis and has reported subscribers base and LCN ranks as mentioned Table 1, Table 2 and Table 3 below. The total subscriber base for each of the subscribed Channel in the state is calculated basis summation of subscribers of the respective Channel from all KALAINAR TV Bouquets and from a-la-carte basis for the said channel.

Below is the summary of various scenarios under which the OPERATOR is eligible to get respective incentives.

Incentive Type	Grades	All Kalaingar Tv Channel in LCN Slab 1	Any 1 Kalaingar Tv Channel in LCN Slab 2
Channel Penetration	Required Penetration (e.g. Kalaingar Tv >= 85%)	5.00%	3.00%
	5 p.p. Less Penetration (e.g. Kalaingar >= 80% and <85%)	3.00%	1.50%
	10 p.p. Less Penetration (e.g. Kalaingar >= 75% and <80%)	1.50%	0.50%

Incentive Type	Grades	All Kalaingar Tv Channel in LCN Slab 1	Any 1 Kalaingar Tv Channel in LCN Slab 2
Identified Channel Penetration	Required Penetration (e.g. 75%)	7.00%	4.00%
	10 p.p. Less Penetration (e.g. 65%)	3.50%	2.00%
Subscriber Audit Under section 15(2)	Audit Date in Q2 or Q3 (Calendar quarter) i.e.H1 of Financial year	2.00%	2.00%
	Audit Date in Q1 or Q4 (Calendar quarter) i.e.H2 of Financial Year	1.00%	1.00%
Special Incentive	Data provided as per requirement	1.00%	1.00%
Total Maximum Incentive		15.00%	10.00%

For the sake of illustration, we are assuming that the OPERATOR has submitted reports as per formats as mentioned in Schedule E. Below is the snapshot of various reports submitted by OPERATOR.

1. State-wise Total Active Subscriber Base of OPERATOR
2. State-wise Monthly Subscription for bouquet of pay KALAIIGNAR TV Channel and/or a-la-carte Channel
3. LCN Report for Pay KALAIIGNAR TV Channel

Table 1

Total Active Subscriber Base of OPERATOR

S. N.	State	Type of Subscriber (SD / HD)	Number of subscribers of the channel on 7 th day of the month	Number of subscribers of the channel on 14 th day of the month	Number of subscribers of the channel on 21 st day of the month	Number of subscribers of the channel on 28 th day of the month	Monthly Average Active Subscriber of the OPERATOR in State
A	B	C	D	E	F	G	H = (D+E+F+G)/ 4
1	Tamilnadu	SD	48,200	49,100	50,900	51,800	50,000



Table 2

Monthly Subscription for bouquet of pay KALAI GNAR TV Channel and/or a-la-carte Channel

S r. N o.	Name of Bouquet / KALAI GNAR TV Channel	State	Bou quet / A- la- carte Cod e	OPERA TOR's Package Name / Add-on Name / A-la- Carte	Numbe r of subscri bers of the channe l on 7 th day of the month	Numbe r of subscri bers of the channe l on 14 th day of the month	Numbe r of subscri bers of the channe l on 21 st day of the month	Numbe r of subscri bers of the channe l on 28 th day of the month	Monthl y Averag e Active Subscri ber Level of the KALAI GN AR TV Channel
A	B	C	D	E	F	G	H	I	J = (F+G+H +I)/4
1	Kalaignar Tamil Bouquet	Tamil nadu	*** *	****	41,750	38,950	40,700	38,600	40,000
2	Kalaignar TV	Tamil nadu	*** *	****	4,150	3,910	4,060	3,880	4,000
3	Kalaignar Isaiaruvi	Tamil nadu	*** *	****	2,050	1,970	2,020	1,960	2,000
4	Kalaignar Siripolli	Tamil nadu	*** *	****	2,400	1,900	1,800	1,900	2,000
5	Kalaignar Murasu	Tamil nadu	*** *	****	2,575	2,455	2,530	2,440	2,500
6	Kalaignar Seithigal	Tamil nadu	*** *	****	3,625	3,425	3,550	3,400	3,500

Table 3

LCN Report for Pay KALAIgnAR TV Channels

Sr. No.	Name of Channel	Kalaighnar Tv A-la-carte Code	Genre	Language	Channel LCN Number	LCN Rank
1	Kalaighnar TV	****	General Entertainment	Tamil	***	1
2	Kalaighnar Isaiaruvi	****	Music	Tamil	***	5
3	Kalaighnar Siripolli	****	General Entertainment	Tamil	***	10
4	Kalaighnar Murasu	****	Movies	Tamil	***	3
5	Kalaighnar Seithigal	****	News	Tamil	***	6

Detailed Incentive Conditions Calculation:

LCN Slab Achievement for subscribed Pay KALAIgnAR TV channels as per LCNReport submitted by OPERATOR as per Table 3 above	Slab 1
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Basis the LCN Slab achievement, the OPERATOR will be eligible for rest of the incentives as per table below:

Particular	Percentage Incentive		
	All Pay Kalaighnar Tv Group Channels placed as per Slab 1	Any one or more Pay Kalaighnar Tv Group Channels placed as per Slab 2	Any one or more Pay Kalaighnar Tv Group Channels placed beyond Slab 2
Maximum percentage incentives for Channel Penetration	5%	3%	0%
Maximum percentage incentives for Bouquet Penetration	7%	4%	0%

Particular	Percentage Incentive		
	All Pay Kalaignar Tv Group Channels placed asper Slab 1	Any one or more Pay Kalaignar Tv Group Channels placed asper Slab 2	Any one or more Pay Kalaignar Tv Group Channels placed beyond Slab 2
Maximum percentage incentives for Subscriber Audit under Section 15(2)	2%	2%	0%
Maximum percentage incentives for Special Incentive	1%	1%	0%
Total Maximum Percentage Incentives	15%	10%	0%
LCN Slab Achievement	Yes	-	-

Table 4

Calculation of Channel wise penetration through A-la-carte and Bouquets

S r. N o.	Name of Channel	State	Subscribers on A-la-carte basis	Kalaignar Tamil Bouquet SD	Total Subscribers	Total Active Subscriber Base of MSO	% Penetration Achievement of Channel
A	B	C	D	E	J = D+E+F+G+H+I	K	L = J / K
1	Kalaignar Tv	Tamil nadu	3500	6000	9500	10,000	95%
2	Kalaignar Isaiaruvi	Tamil nadu	3300	6000	9300	10,000	93%
3	Kalaignar Siripolli	Tamil nadu	3300	6000	9300	10,000	93%
4	Kalaignar Murasu	Tamil nadu	3500	6000	9500	10,000	95%
5	Kalaignar Seithigal	Tamil nadu	3900	6000	9900	10,000	99%

Table 5

Calculation of Channel Penetration Incentive

Sr. No.	Name of Channel	State	Required Penetration as per Table D of Schedule E	Achieved Penetration as per Table 4 above	Applicable Channel Penetration Incentive as per Table C above
A	B	C	D	E	F
1	Kalaighnar Tv	Tamilnadu	80.0%	95%	5.0%
2	Kalaighnar Isaiaruvi	Tamilnadu	75.0%	93%	5.0%
3	Kalaighnar Siripolli	Tamilnadu	75.0%	93%	5.0%
4	Kalaighnar Murasu	Tamilnadu	75.0%	95%	5.0%
5	Kalaighnar Seithigal	Tamilnadu	75.0%	99%	5.0%

Table 6

Calculation of Identified Channel Penetration Incentive

Sr. No.	Market	Identified Channel	Penetration Achievement	Identified Channel Penetration Criteria Achievement	Identified Channel Penetration Incentive Achievement
A	B	C	D	E	F
1	Tamil Nadu	Kalaighnar Tv	95%	Identified channel Penetration Criteria A	7.00%
		Kalaighnar Isaiaruvi	93%		
		Kalaighnar Siripolli	93%		
		Kalaighnar Murasu	95%		
		Kalaighnar Seithigal	99%		

Table 7

Subscriber Audit Incentive and Special Incentive

Sr. No.	Incentive Type	Criteria for meeting condition	Achievement	Applicable Incentive
1	Subscriber Audit	Subscriber Audit done under Section 15(2)	H1	2%
2	Special Incentive	Data provided by Operator as per requirement?	Yes	1%

Basis the information submitted in above reports and penetration achievement, the OPERATOR will be eligible for below Incentive percentage.

Incentive Type	Achieved Incentive% in Tamilnadu
Achieved percentage incentives for Channel Penetration	5%
Achieved percentage incentives for Identified Channel Penetration	7%
Achieved percentage incentives for Subscriber Audit under Section 15(2)	2%
Achieved percentage incentives for Special Incentive	1%
Total Percentage Incentives Achieved	15%

Table 8

Calculation of Incentive Amount

Sr · No.	A-la-carte / Bouquet	Channel	State	Total Incentives	Subscriber Base	A-la-carte MRP of Channel	Effective Price of Channel for Incentive Calculation	Total Incentive Amount (Rs.)
A	B	C	D	E	F	G	H	$I = F * H * E$
1	A-la-carte	Kalaignar Tv	Tamil nadu	15.0%	300	12.00	12.00	540
2	A-la-carte	Kalaignar Isaiaruvi	Tamil nadu	15.0%	-	4.00	4.00	-
3	A-la-carte	Kalaignar Siripolli	Tamil nadu	15.0%	-	8.00	8.00	-
4	A-la-carte	Kalaignar Murasu	Tamil nadu	15.0%	1,800	12.00	12.00	5,130
5	A-la-carte	Kalaignar Seithigal	Tamil nadu	15.0%	-	1.00	1.00	-
6	Kalaignar Tamil Bouquet	Kalaignar Tv	Tamil nadu	15.0%	600	12.00	7.20	648
7	Kalaignar Tamil Bouquet	Kalaignar Isaiaruvi	Tamil nadu	15.0%	600	4.00	2.40	216
8	Kalaignar Tamil Bouquet	Kalaignar Siripolli	Tamil nadu	15.0%	600	8.00	4.80	432
9	Kalaignar Tamil Bouquet	Kalaignar Murasu	Tamil nadu	15.0%	600	12.00	7.20	648
10	Kalaignar Tamil Bouquet	Kalaignar Seithigal	Tamil nadu	15.0%	600	1.00	0.60	54
							Total	7,668

B. SERVICE FORM 2

AMENDMENT AGREEMENT FOR MODIFICATION OF SUBSCRIBED KALAIgnAR TV CHANNELS AND/OR KALAIgnAR TVBOUQUETS

This Amendment Agreement (“Amendment Agreement”) for modification of subscribed KALAIgnAR TV Channels and/or KalaIgnar Tv Bouquets is made on this _____ day of 20_, by and between:

KALAIgnAR TV PRIVATE LIMITED, a company incorporated under the provisions of the Companies Act, 2013 (as amended) having Corporate Identification Number (CIN): U92100TN2007PTC063806 and having its registered office at "Anna Arivalayam" 367,369, Anna Salai Teynampet Chennai-600018 (hereinafter referred to as “**KALAIgnAR TV**” which expression unless repugnant to the context or meaning thereof, shall mean and include its successors and permitted assigns) of the ONE PART,

AND

MSO/ DTH Operator/ HITS Operator/IPTV Operator (M/s):

Legal Status: Company Partnership Firm Proprietorship Firm Individual HUF LLP AOP Trust

(hereinafter referred to as the “**Operator**”) which expression shall unless it be repugnant to the meaning or context thereof, be deemed to include the heirs, executors and administrators in the case of a sole proprietorship; the successors and permitted assigns in the case of a company; 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; and Karta and coparceners in the case of a Hindu Undivided Family (“**HUF**”) of the OTHER PART.

Name of Authorized Signatory (Mr./Ms.): _____

CORRESPONDENCE ADDRESS:

 Landmark: _____
 Village: _____
 City/Taluka: _____
 District: _____
 Pin: _____
 State: _____
 Tel. No - STD Code: _____ No.: _____
 Mobile No. _____
 Fax No - STD Code: _____ No.: _____
 E mail ID: _____
 Contact Person: _____
 Designation of Contact Person: _____

KALAIgnAR TV and Operator are hereinafter individually and collectively referred to as “**Party**” and “**Parties**” respectively.

WHEREAS, the OPERATOR has entered into an Interconnection Agreement bearing no. _____ dated _____ along with any executed amendment agreements (if any) (“**Interconnection Agreement**”) whereby the Operator is granted the non-exclusive right by KALAIgnAR TV to distribute the subscribed KALAIgnAR TV Channels as set out therein,

to its Subscribers in the Authorized Area for a period commencing on _____ and ending on _____ (“Term”);

WHEREAS, the Operator now intends to modify KALAIgnAR TV Channels on A-la-carte basis and/or KalaIgnar Tv Bouquets and/or avail Incentives with effect from ___ (hereinafter “Effective Date”) under the Interconnection Agreement for the Term. Accordingly, the Parties have agreed to amend the terms of the Interconnection Agreement on account of request made by Operator to modify KALAIgnAR TV Channel(s) and/or KalaIgnar Tv Bouquets and/or to avail Incentive in accordance with the terms and condition set out hereinafter. The Parties agree that the modification to the subscribed KALAIgnAR TV Channel(s) and/or KalaIgnar Tv Bouquet(s) and/or subscribe to New Channel(s) and or New Bouquet(s) and/or for availing Incentive shall be given effect from the Effective Date of this Amendment Agreement.

KALAIgnAR TV and the Operator are each referred to herein as a “Party” and collectively as the “Parties”.

NOW THEREFORE IT IS HEREBY AGREED BY AND BETWEEN THE PARTIES THAT:

1. Subscribed KALAIgnAR TV Channels and/or KalaIgnar Tv Bouquets-

From the Effective Date, the subscribed KALAIgnAR TV Channels and/or KalaIgnar Tv Bouquets opted by Operator under the Interconnection Agreement shall stand substituted and replaced by the KALAIgnAR TV Channels and/or KalaIgnar Tv Bouquets subscribed by the Operator under this Amendment Agreement subject to approval and receipt of requisite IRD (as defined in the Interconnection Agreement) from KALAIgnAR TV at KALAIgnAR TV’s sole discretion.

The Parties agree that on execution of this Amendment Agreement, from the Effective Date,

- a) the subscribed KALAIgnAR TV Channels and/or KalaIgnar Tv Bouquets opted by OPERATOR under the Interconnection Agreement in **Schedule A** of the Interconnection Agreement shall stand substituted with the KALAIgnAR TV Channels and/or KalaIgnar Tv Bouquets opted by OPERATOR in this **Annexure 1 and Annexure 2** to this Amendment Agreement. and
- b) in the event the OPERATOR opted for additional channels, the details of Integrated Receivers and Decoders (IRDs) in respect of all such additional subscribed KALAIgnAR TV Channels availed from KALAIgnAR TV in **(II) and (III) of ANNEXURE X** of the Interconnection Agreement shall be revised to include the details of Integrated Receivers and Decoders (IRDs) in respect of all such subscribed additional KALAIgnAR TV Channels availed under this Amendment Agreement as stated in **Schedule III** from the Effective Date.
- c) In the event the Operator has not opted for Incentive under the Interconnection Agreement but intends to avail the Incentive as set out in Annexure 3 to this Amendment, the Operator may opt for the same by ticking in the “yes” block. In which case, subject to the fulfilment and compliance of the terms of the Interconnection Agreement read with this Amendment Agreement, the Operator will be entitled to Incentives in accordance with the terms of the Interconnection Agreement read with this Amendment Agreement from the Effective Date.

2. **Effective Date:** The Effective Date for this Amendment Agreement shall mean _____.

3. **Term:** This Amendment Agreement shall be valid from the Effective Date and shall be co-terminus with the Interconnection Agreement.

4. **Miscellaneous**

4.1 This Amendment Agreement together with the Interconnection Agreement constitutes the entire agreement between the Parties relating to the subject matter. Save for the specific amendments set out in this Amendment Agreement, the Interconnection Agreement shall remain in full force and effect and shall be read in conjunction with these presents and shall be enforced as if the provisions of these presents were incorporated therein. The terms and conditions of the Amendment Agreement, as amended pursuant to this Amendment Agreement from the Effective Date, shall be valid and binding on the Parties thereto on and from the Effective Date of this Amendment Agreement.

4.2 In this Amendment Agreement, the terms used in capital case but not defined herein shall have the meaning assigned to them in the Interconnection Agreement.

4.3 The Parties agree and affirm that all other terms and conditions of the Interconnection Agreement shall apply mutatis mutandis to this Amendment Agreement.

4.4 This Amendment Agreement, read with the Interconnection Agreement supersedes all prior discussions, information, writings, memoranda and documents exchanges and agreements between the Parties with respect to the subject matter of this Amendment Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment Agreement to be executed by their duly authorized representatives.

Signed for and on behalf of	Signed for an on behalf of
	KALAINAR TV PRIVATE LIMITED
Signature:	Signature:
Name:	Name:
Title:	Title:
Date:	Date:
WITNESS:	WITNESS:
Signature:	Signature:
Name:	Name:

Annexure 1 to Service Form 2**I. List of Kalaignar Tv Channels offered on A-la-Carte basis for which signals are requested**

We are desirous of availing the signals of the following Kalaignar Tv Channels are marked as yes in the table below on A-la-Carte basis:

S. No.	Name of Channel	Genre	Language	A-la-carte Channel Code	**Status/C heck box	*ORP
1	Kalaignar Tv	General Entertainment	Tamil	KGR001	<input type="checkbox"/>	
2	Kalaignar Isaiaruvi	Music	Tamil	KGR002	<input type="checkbox"/>	
3	Kalaignar Siripolli	General Entertainment	Tamil	KGR003	<input type="checkbox"/>	
4	Kalaignar Murasu	Movies	Tamil	KGR004	<input type="checkbox"/>	
5	Kalaignar Seithigal	News	Tamil	KGR005	<input type="checkbox"/>	

Total Count of Kalaignar Tv Group Channels to be availed on A-la-Carte Basis		
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II. List of Bouquets of Pay KALAIgnAR TV Channels

We are desirous of availing the following Bouquet of Pay KALAIgnAR TV Channels marked as yes in the table below:

Sr. No.	Select / Checkbox	Bouquet Name	Kalaignar Tv Bouquet Code
1	<input type="checkbox"/>	Kalaignar Tamil Bouquet	KGRTV001

ANNEXURE 2 to Service Form 2
INCENTIVE SCHEME(s) ON PAY KALAINAR TV
CHANNELS

IF OPERATOR INTENDS TO OPT FOR INCENTIVES: Yes NO

1. KALAINAR TV is offering the following incentives on the MRP of Pay KALAINAR TV Channels set out in this **Schedule C** subject to OPERATOR fulfilling the conditions set out herein

2. **Incentives offered by KALAINAR TV on Pay KALAINAR TV Channels:**

- I. Channel Penetration Incentive
- II. Identified Channel Penetration Incentive
- III. Subscriber Audit Incentive
- IV. Special Incentive

3. **Incentive Eligibility Parameters for Incentive on MRP of pay KALAINAR TV Channels**

- a) Meeting the LCN Requirements
- b) Compliance with all applicable terms and conditions under this Agreement and the **2022 Amendment Regulations**.
- c) **Reports:** In order to be eligible for any of aforementioned Incentives offered by KALAINAR TV, the OPERATOR shall provide KALAINAR TV, State wise Subscriber Reports along with the LCN Report and Reports for Special Incentive in the format set out in Schedule E to this Agreement.
- d) **Subscriber Records, Access and Audit:** KALAINAR TV (through empaneled auditors) shall during the Audit referred to in **Clause 14** of this Agreement, be entitled to access the Records, SMS, CAS and related systems of the OPERATOR in order to determine the correctness of various reports referred to in this **Schedule E**.
- e) It is clarified that "Channel Penetration Incentive", "Identified Channel Penetration Incentive", "Subscriber Audit Incentive" and "Special Incentive" can be availed separately upon achievement of respective Incentive Eligibility Parameters.

4. **LCN Requirements:**

- 4.1. **Condition Precedent for availing any of the Incentives under this Agreement:** To be entitled for Channel Penetration Incentives and/or, Identified Channel Penetration Incentives and/or Subscriber Audit Incentives and/or Special Incentive, the meeting the LCN rank as set out below, shall be the condition precedent along with compliance of all applicable terms and conditions of this Agreement and the TRAI Regulations.
- 4.2. **LCN Penetration Qualifying Parameters:** The Operator shall be entitled to any/all Incentives subject to OPERATOR fulfilling the LCN requirements as per LCN Slabs set out hereinbelow, and meeting the eligibility parameters, including the LCN Penetration Qualifying Parameters set out in this Schedule C.
- 4.3. **LCN Slabs:** LCN Slabs i.e. logical channel number ("LCN") slabs shall be based on the OPERATOR maintaining the LCN rank as per the LCN Slabs on OPERATOR's Platform, in OPERATOR's electronic program guide (EPG) system, for the Term for any/all of the KALAINAR TV Channels, within specified genre and language (as listed in Table A below). LCN rank would be measured against the Competing Channels tabulated against each of the KALAINAR TV Channel listed below in Table A.

For the purpose of this Agreement, Competing Channel for each of KALAINAR TV Channel shall mean the channels of competing Broadcasters as listed against the concerned KALAINAR TV Channel in Table A hereinbelow.

TABLE – A**Genre and Logical Channel Number (LCN) Slabs**

Sr. No.	Channel Name	Genre	Competing Channels	Slab 1	Slab 2
1	Kalaighnar Tv	General Entertainment (Tamil)	Sun TV, Star Vijay, Zee Tamil and similar channels	1 to 4	5 to 6
2	Kalaighnar Isaiaruvi	Music (Tamil)	Sun Music, Jaya Max, and similar channels	1 to 6	7 to 8
3	Kalaighnar Siripolli	General Entertainment (Tamil)	Sun TV, Star Vijay, Zee Tamil and similar channels	1 to 8	9 to 12
4	Kalaighnar Murasu	Movies (Tamil)	K TV, Vijay Super, Zee Thirai and similar channels	1 to 10	11 to 14
5	Kalaighnar Seithigal	News (Tamil)	Polimer News, Sun News, Puthiyathalaimurai, Thanthi TV, News 18 Tamilnadu , News Tamil 24x7 and Similar channels	1 to 3	4 to 5

- 4.4. OPERATOR has to place all Pay KALAIIGNAR TV Channels that have been availed by the OPERATOR under this Agreement in Slab 1 in order to achieve “Slab 1 Eligibility”. In case, the OPERATOR places one or more Pay KALAIIGNAR TV Channel(s) in Slab 2, then the OPERATOR will qualify for “Slab 2 Eligibility”.
- 4.5. If any one or more Pay KALAIIGNAR TV Channels neither placed in Slab 1 nor in Slab 2, OPERATOR shall not be eligible for any Incentive including Channel Penetration Incentives, Identified Channel Penetration Incentives, Subscriber Audit Incentives and Special Incentive.
- 4.6. For the purpose of determining the applicable LCN Slabs for each of the Pay KALAIIGNAR TV Channel, for the purpose of this **Schedule C** for Channels, all Local Channels and/or Platform Services of the OPERATOR will be considered along with various broadcast channels.
- 4.7. In the event a Channel has different LCN ranks across OPERATOR's network then the least unfavourable LCN rank (highest numerical value) of the said Channel will be considered for the purpose of calculating the LCN Slab for such Channel.
- 4.8. In the event that the OPERATOR, for any reason whatsoever, fails to place any Channel as per the defined Slabs in Table A, during any day of the month, during the Term and is not able to restore the Pay KALAIIGNAR TV Channel(s) in the defined Slabs within 3 days from such displacement (“Cure Period”), then the OPERATOR will not be eligible under the “LCN Slab Eligibility” for that particular month and the OPERATOR will not receive any of the Incentives for any of the Pay KALAIIGNAR TV Channels availed by OPERATOR under this Agreement for that particular month.
- 4.9. OPERATOR shall provide the LCN Report in the format set out in Table No 3 of Schedule E to this Agreement.

Table – B

LCN Incentive Slabs

Particular	Percentage Incentive	
	Slab 1 Eligibility	Slab 2 Eligibility
Maximum incentives for Channel Penetration	5%	3%
Maximum incentives for Identified Channel Penetration	7%	4%
Maximum incentives for Subscriber Audit under Section 15(2)	2%	2%
Maximum incentives for Special Incentive	1%	1%
Total Maximum Incentives	15%	10%

5. Channel Penetration Incentive:

- 5.1. Subject to the OPERATOR complying with the eligibility parameters set out herein,, the OPERATOR shall be eligible for Channel Penetration Incentive based on percentage penetration of a subscribed Channel achieved by OPERATOR in its respective Target Market (as tabulated below). Channel Penetration shall be calculated as a percentage of the said Channel's "Total Active Subscriber base of the OPERATOR" as mentioned in **Table C**, **Table D** and **Table E** herein below.
- 5.2. For sake of clarity, Percentage Penetration of respective Channel will be calculated by dividing "Active subscriber base of the Channel" of that Channel by "Total Active Subscriber base of the OPERATOR".
- 5.3. In case of the said KALAINAR TV Channel(s) has a Standard-Definition variant and corresponding High-Definitionvariant then, for the Standard-Definition Channel, "Active subscriber base of the Channel" mean total active subscribers of the Standard-Definition variant of the channel and the "Total Active Subscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to only Standard-Definition channel(s). and in case the said KALAINAR TV Channel(s) is a High-Definition Channel, the "Total Active Subscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to at least one High-Definition channel.
- 5.4. In case of the said KALAINAR TV Channel(s) has only a Standard-Definition variant then, the "Total Active Subscriber base of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to Standard-Definition channel(s) as well as High-Definition channel(s).
- 5.5. In case of the said KALAINAR TV Channel(s) has only a High-Definition variant then, the "Total Active Subscriberbase of the OPERATOR" shall mean total active subscribers of the OPERATOR who have subscribed to one or more High-Definition channel(s).
- 5.6. In case of Kalaignar Tv Thirai and Kalaignar Tv Picchar, the "Total Active Subscriber base of the OPERATOR" shall meantotal active subscribers of the OPERATOR who have subscribed to Standard-Definition channel(s) as well as High-Definition channel(s).
- 5.7. Once the Channel Penetration is calculated, the Channel Penetration Incentive shall be paid basis the Penetration Achievement of a KALAINAR TV Channel as against the prescribed Penetration Threshold for that Channel in the Target Market tabulated below by the OPERATOR and the applicable Slab eligibility underthe Channel Penetration Incentive Slabs set out below.

Table – C

Channel Penetration Incentive Slabs

Penetration Achievement	% Incentive (Slab 1 Eligibility)	% Incentive (Slab 2 Eligibility)
As per channel wise penetration requirement as mentioned in Table D below	5.0%	3.0%
5 p.p. less than penetration requirement (1 p.p. for "Low Penetration Requirement Channels")	3.0%	1.5%
10 p.p. less than penetration requirement (1 p.p. for "Low Penetration Requirement Channels")	1.5%	0.5%

P.p. means absolute percentage point.

"Low Penetration Requirement Channels" include channels for which penetration requirement is less than 40%.

Table – D (1)

Target Market wise Penetration Thresholds for “Standard Definition” Pay KALAINAR TV Channels which are part of Kalaignar Tamil Bouquet

Channel	Tamil Nadu	Kerala	Karnataka	Andhra Pradesh	Telangana	Pondicherry	Maharashtra/Goa	West Bengal	Odisha	Gujarath	Rest of NESA	Punjab / Chandigarh	Haryana	Himachal Pradesh	Jammu Kashmir, Ladakh	Delhi	Bihar	Jharkhand
Kalaignar TV	95 %	95 %	95 %	95 %	95 %	95 %	80 %	65 %	75 %	80 %	80 %	85 %	85 %	85 %	85 %	85 %	85 %	85 %
Kalaignar Isaiaruvi	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %
Kalaignar Siripolli	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %
Kalaignar Murasu	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %
Kalaignar Seithigal	80 %	80 %	80 %	80 %	80 %	80 %	80 %	55 %	65 %	70 %	70 %	80 %	80 %	80 %	80 %	80 %	80 %	80 %

NOTE:

- “Rest of NESA” market includes Arunachal Pradesh, Nagaland, Manipur, Mizoram, Meghalaya, Tripura. Penetration Threshold requirement for Dadra & Nagar Haveli and Daman & Diu will be as per Gujarat. Penetration Threshold for Sikkim will be as per West Bengal, Penetration Threshold for Lakshadweep will be as per Kerala. Penetration Threshold for Andaman & Nicobar islands will be as per Hindi Speaking states like Madhya Pradesh or Gujarat or Rajasthan.

- For other KALAINAR TV Channel(s) for which the required Penetration Threshold is not mentioned in Table D(1), Table D(2), Table D(3) and Table D(4) above, the OPERATOR shall be eligible for maximum Channel Penetration Incentive as per LCN "Slab Eligibility" in Table C above.
- For clarification, in Gujarat, if the Penetration Achievement of Kalaighar Tv TV reaches 40% in a-la-carte and 45% as part of a bouquet, then the OPERATOR would be eligible to get the above-mentioned Penetration Incentive, as the Penetration Achievement of Kalaighar Tv TV would be equal to Penetration Threshold i.e. 85%. In such case, the Penetration Incentive 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, respectively

6. Identified Channel Penetration Incentive:

- 6.1. Subject to the OPERATOR complying with the eligibility parameters set out in this Schedule, the OPERATOR shall be eligible for Identified Channel Penetration Incentive upon achievement of penetration percentage for each of the "Identified Channel" in respective Target Market as per the Penetration Threshold as mentioned in Table E(2) below.
- 6.2. If each of the Identified Channel meets the required Penetration Threshold in the Target Market as set out in Table E(2), then the OPERATOR will be eligible for Identified Channel Penetration Incentive on all KALAINAR TV channels in that Target Market as set out in Table E(1) depending on the "Identified Channel Penetration Criteria" and "Slab Eligibility" as per Clause 4 of this Schedule C above.
- 6.3. If any one or more of Identified Channel(s) does not achieve required penetration in respective Target Market as per Criteria A but achieves penetration as per Criteria B, then Identified Channel Penetration Incentive will be calculated as per Criteria B as mentioned in Table E(1) below for all KALAINAR TV channels.
- 6.4. Further, if any one or more of Identified Channel(s) achieves penetration in respective Target Market neither as per Criteria A nor as per Criteria B, then OPERATOR shall not be eligible for any Identified Channel Penetration Incentive in that Target Market for all KALAINAR TV channels.
- 6.5. For sake of clarity, percentage penetration of respective Identified Channel will be calculated as set out in Clause 5 of this Schedule C above.
- 6.6. Once each of the Identified Channel's Penetration is calculated, and corresponding "Identified Channel Penetration Criteria" is achieved, then the Identified Channel Penetration Incentive shall be calculated basis the applicable LCN Slab eligibility under the Identified Channel Penetration Incentive Slabs set out below.
- 6.7. In case the OPERATOR fails to achieve required penetration threshold for even a single Identified Channel as set out in Table E(2) below, the OPERATOR shall not be eligible for any "Identified Channel Penetration Incentive".
- 6.8. It is further clarified that in the event the OPERATOR is unable to achieve the Penetration for even a single Identified Channel as per the Penetration Threshold in Table E(2) and the Slab Eligibility under the Penetration slab, the OPERATOR shall still be eligible for the Channel Penetration Incentive in which case, the penetration percentage shall be computed for that particular Channel in the manner set out in Channel Penetration Incentive in Table C above.
- 6.9. For Example, in the state of Gujarat, Kalaighar Tv TV, &TV, Kalaighar Tv Cinema and &pictures are the "Identified Channels". If each of these four channels achieve penetration of 75% or more in Gujarat, the OPERATOR will be eligible for "Identified Channel Penetration Criteria A". In this example, let us assume that OPERATOR has placed all KALAINAR TV channels as per LCN Slab 1 so that the OPERATOR has achieved "Slab 1 Eligibility". As the OPERATOR has achieved "Identified Channel Penetration Criteria A" and "Slab 1 Eligibility", then as per Table E(1), the OPERATOR will be eligible for 7% Identified Channel Penetration Incentive for Gujarat. Identified Channel Penetration shall be calculated as a percentage penetration of each Identified Channel over "Total Active Subscriber base of the OPERATOR".

Table E(1)

Identified Channel Penetration Incentive

Identified Channel Penetration Incentive	Slab 1 Eligibility	Slab 2 Eligibility
Identified Channel Penetration Criteria A	7.0%	4.0%
Identified Channel Penetration Criteria B	3.5%	2.0%

Table E(2)

Target Market wise Penetration Thresholds for Identified Channels

Market	Standard Definition Identified Channels	
	Each of Identified Channels Penetration Criteria A	Each of Identified Channels Penetration Criteria B
Tamil Nadu , Karnataka, Andhra Pradesh, Telangana , Pondicherry, Kerala, Lakshadweep Gujarat, Madhya Pradesh, Chattisgarh, Rajasthan, Uttar Pradesh, Uttarakhand, Punjab, Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Ladakh, Delhi, Bihar, Jharkhand, Andaman & Nicobar, Maharashtra, Goa	75%	65%

Table E(3)

Target Market wise List of Identified Channels
for ascertaining Total Identified Channel Penetration achievement

Market	List of Identified Channels in SD
Tamil Nadu , Karnataka, Andhra Pradesh, Telangana , Pondicherry, Kerala, Lakshadweep Gujarat, Madhya Pradesh, Chattisgarh, Rajasthan, Uttar Pradesh, Uttarakhand, Punjab, Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Ladakh, Delhi, Bihar, Jharkhand, Andaman & Nicobar, Maharashtra, Goa	Kalaignar Tv, Kalaignar Isaiaruvi, Kalaignar Siripolli, Kalaignar Murasu, Kalaignar Seithigal

7. Subscriber Audit Incentive:

7.1 Subject to the OPERATOR complying with the eligibility parameters set out herein, OPERATOR shall be eligible for Subscriber Audit Incentives if the OPERATOR enables and ensures that the Broadcaster caused Audit as per regulation 15(2) of the Interconnection Regulations is successfully completed as per "Audit Date" defined below as per **Table F** below:

Table F

Subscriber Audit Incentive under Section 15(2) Slab

Audit Date in terms of Section 15(2)	Percentage Incentive	Audit Incentive Slab
Audit Date in Q2 or Q3 (Calendar quarter) i.e. H1 of Financial year	2.0%	Audit Incentive Slab "A"
Audit Date in Q1 or Q4 (Calendar quarter) i.e. H2 of Financial Year	1.0%	Audit Incentive Slab "B"

7.2 All timelines are as per calendar year. The actual Audit commencement date shall be considered as "Audit Date" if total active subscriber base is less than 5 lakh. If total active subscriber base is greater than 5 lakhs then the date of Audit report submission of the audit causes under Regulation 15(2) of the Interconnection Regulations shall be considered as "Audit date"

7.3 For the purpose of eligibility of the Subscriber Audit Incentive, it shall be mandatory that the Audit under Regulation 15(2) of the Interconnection Regulations is successfully completed i.e. where Audit report is published by the Auditor and shared with the KALAIIGNAR TV by the Audit Date, is eligible for incentives.

7.4 Audit shall be conducted in accordance with the applicable TRAI Regulations, as may be amended from time to time and as per the scope of audit set out in this Agreement by TRAI empaneled Auditor. It is further clarified that the said Audit will be conducted independent of the incentive structure and the same shall have no bearing and/or impact and/or influence on the Audit process and Audit period.

7.5 For the calendar year 2023: If last conducted and concluded Audit in terms of Regulation 15(2) of the Interconnection Regulations has been completed in a period 9 months immediately preceding the date of implementation of NTO 2.1, then the OPERATOR shall be eligible for Subscriber Audit Incentive as per "Audit Incentive Slab A" irrespective of the the Audit Date subject to the condition that the gap in "audit date" of 2 consecutive Audits shall not be more than 12 months.

If last conducted and concluded Audit in terms of Regulation 15(2) of the Interconnection Regulations has not been completed during the time period of 9 months immediately preceding the date of implementation of NTO 2.1 then Audit Incentive Slab "A" shall be applicable for Audits if "Audit date" of "Successfully completed Audit" is within 6 months from the start of NTO 2.1 in CY 2023

Audit Incentive Slab "B" shall be applicable for Audits if "Audit date" of "Successfully completed Audit" is after 6 months from the start of NTO 2.1 in CY 2023

subject to the condition that the gap in "audit date" of 2 consecutive Audits shall not be more than 12 months

7.6 Calendar year 2024 onwards, If "Audit date" of previous "Successfully completed Audit" is within 12 months from the "Audit date" in the NTO 2.1, then Audit Incentive Slab "A" shall be applicable irrespective of the "Audit date"

If "Audit date" of previous "Successfully completed Audit" is not within 12 months from the "Audit date" in the NTO 2.1, then Incentive as per Table F shall be Applicable.

8. Special Incentive:

8.1 Subject to OPERATOR meeting eligibility parameters for availing any Incentive as set out herein, the OPERATOR shall be eligible for Special Incentive based on data shared with KALAINAR TV with respect to subscriber base of OPERATOR as detailed herein. The OPERATOR shall be eligible for a Special incentive of 1% if the OPERATOR provides information as mentioned below in the format set out in **Table No's 4 to 8 of Schedule E** to this Agreement.

8.2 Special Incentive for any month will be applicable if the following information (by state / district / city) is provided to KALAINAR TV for that particular month:

- a) Total De-active Subscriber base of OPERATOR (Split by SD & HD)
- b) Total Active Subscriber base of the OPERATOR subscribing to any FTA and Pay channel(s) (Split by SD & HD)
- c) Total Active Subscriber base of the OPERATOR subscribing to only FTA channels.
- d) Total Active Subscriber base subscribing to any of KALAINAR TV Channels (Split by SD & HD)
- e) Total Active Subscriber base of the OPERATOR split by Operator packages.

9. KALAINAR TV reserves the right to amend, modify, alter, change, substitute, withdraw, add any of the terms and conditions of the Incentives at its sole discretion. In addition, KALAINAR TV at sole discretion amend the Incentive Scheme in the event, during the Term, (i) KALAINAR TV 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 Schedule and/ or the Agreement includes any additional channels (whether by way of a new launch, acquisition of any existing channel or otherwise), distributed by KALAINAR TV and/ or its current or future subsidiaries, and in such an event KALAINAR TV shall have the right to withdraw and/ or modify this Schedule and/ or the Incentives set out herein in its sole discretion.

10. Illustration for Incentive for channels selected on a-la-carte and Bouquet basis:

This illustration pertains to an OPERATOR which has Total Active Subscriber Base of 1,00,000 subscribers spread across 3 states of Maharashtra/Goa, Gujarat and Karnataka. For the sake of illustration, it is assumed that the OPERATOR has selected few KALAINAR TV Bouquets and few KALAINAR TV Channels on a-la-carte basis and has reported subscribers base and LCN ranks as mentioned Table 1, Table 2 and Table 3 below. The total subscriber base for each of the subscribed Channel in the state is calculated basis summation of subscribers of the respective Channel from all KALAINAR TV Bouquets and from a-la-carte basis for the said channel.

Below is the summary of various scenarios under which the OPERATOR is eligible to get respective incentives.

Incentive Type	Grades	All Kalaingar Tv Channel in LCN Slab 1	Any 1 Kalaingar Tv Channel in LCN Slab 2
Channel Penetration	Required Penetration (e.g. Kalaingar Tv >= 85%)	5.00%	3.00%
	5 p.p. Less Penetration (e.g. Kalaingar >= 80% and <85%)	3.00%	1.50%
	10 p.p. Less Penetration (e.g. Kalaingar >= 75% and <80%)	1.50%	0.50%

Incentive Type	Grades	All Kalaingar Tv Channel in LCN Slab 1	Any 1 Kalaingar Tv Channel in LCN Slab 2
Identified Channel Penetration	Required Penetration (e.g. 75%)	7.00%	4.00%
	10 p.p. Less Penetration (e.g. 65%)	3.50%	2.00%
Subscriber Audit Under section 15(2)	Audit Date in Q2 or Q3 (Calendar quarter) i.e.H1 of Financial year	2.00%	2.00%
	Audit Date in Q1 or Q4 (Calendar quarter) i.e.H2 of Financial Year	1.00%	1.00%
Special Incentive	Data provided as per requirement	1.00%	1.00%
Total Maximum Incentive		15.00%	10.00%

For the sake of illustration, we are assuming that the OPERATOR has submitted reports as per formats as mentioned in Schedule E. Below is the snapshot of various reports submitted by OPERATOR.

1. State-wise Total Active Subscriber Base of OPERATOR
2. State-wise Monthly Subscription for bouquet of pay KALAIIGNAR TV Channel and/or a-la-carte Channel
3. LCN Report for Pay KALAIIGNAR TV Channel

Table 1

State-wise Total Active Subscriber Base of OPERATOR

S. N.	State	Type of Subscriber (SD)	Number of subscribers of the channel on 7 th day of the month	Number of subscribers of the channel on 14 th day of the month	Number of subscribers of the channel on 21 st day of the month	Number of subscribers of the channel on 28 th day of the month	Monthly Average Active Subscriber of the OPERATOR in State
A	B	C	D	E	F	G	H = (D+E+F+G)/ 4
1	Tamilnadu	SD	48,200	49,100	50,900	51,800	50,000

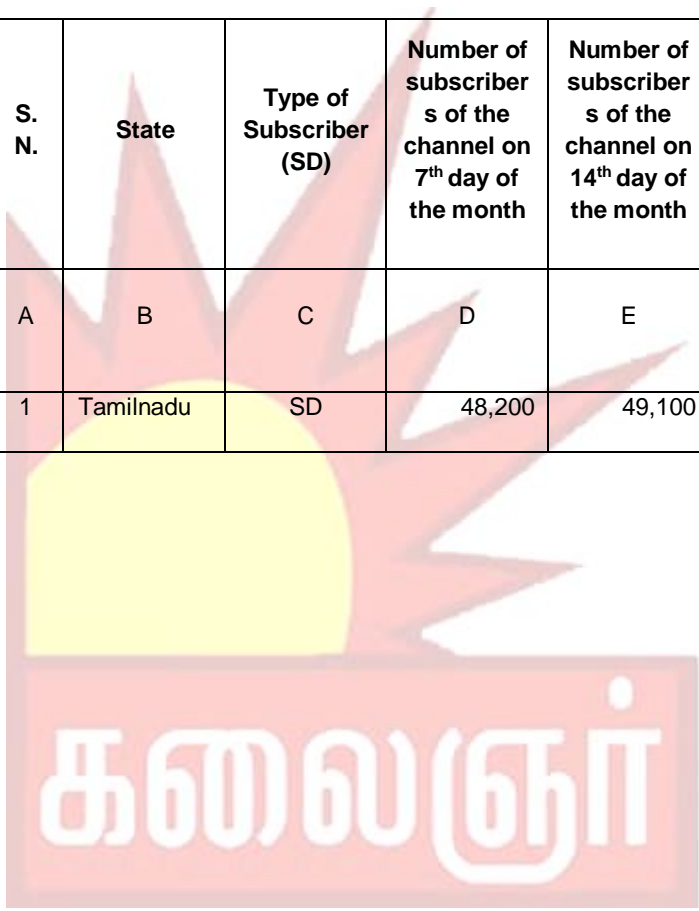


Table 2

Monthly Subscription for bouquet of pay KALAI GNAR TV Channel and/or a-la-carte Channel

Sr. No.	Name of Bouquet / KALAI GNAR TV Channel	State	Bouquet / A-la-carte Code	OPERATOR's Package Name / Add-on Name / A-la-Carte	Number of subscribers of the channel on 7 th day of the month	Number of subscribers of the channel on 14 th day of the month	Number of subscribers of the channel on 21 st day of the month	Number of subscribers of the channel on 28 th day of the month	Monthly Average Active Subscriber Level of the KALAI GNAR TV Channel
A	B	C	D	E	F	G	H	I	J = (F+G+H+I)/4
1	Kalaignar Tamil Bouquet	Tamil nadu	*** *	****	41,750	38,950	40,700	38,600	40,000
2	Kalaignar TV	Tamil nadu	*** *	****	4,150	3,910	4,060	3,880	4,000
3	Kalaignar Isaiaruvi	Tamil nadu	*** *	****	2,050	1,970	2,020	1,960	2,000
4	Kalaignar Siripolli	Tamil nadu	*** *	****	2,400	1,900	1,800	1,900	2,000
5	Kalaignar Murasu	Tamil nadu	*** *	****	2,575	2,455	2,530	2,440	2,500
6	Kalaignar Seithigal	Tamil nadu	*** *	****	3,625	3,425	3,550	3,400	3,500

Table 3

LCN Report for Pay KALAI GNAR TV Channels

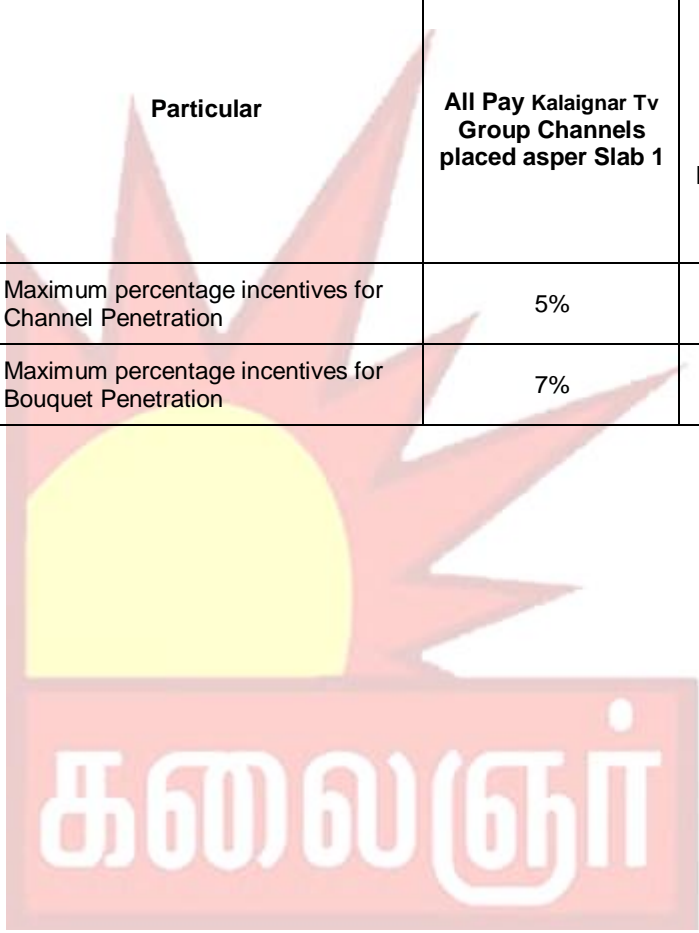
Sr. No.	Name of Channel	Kalaignar Tv A-la-carte Code	Genre	Language	Channel LCN Number	LCN Rank
1	Kalaignar TV	****	General Entertainment	Tamil	***	1
2	Kalaignar Isaiaruvi	****	Music	Tamil	***	5
3	Kalaignar Siripolli	****	General Entertainment	Tamil	***	10
4	Kalaignar Murasu	****	Movies	Tamil	***	3
5	Kalaignar Seithigal	****	News	Tamil	***	6

Detailed Incentive Conditions Calculation:

LCN Slab Achievement for subscribed Pay KALAINAR TV channels as per LCNReport submitted by OPERATOR as per Table 3 above	Slab 1
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Basis the LCN Slab achievement, the OPERATOR will be eligible for rest of the incentives as per table below:

Particular	Percentage Incentive		
	All Pay Kalaingar Tv Group Channels placed asper Slab 1	Any one or more Pay Kalaingar Tv Group Channels placed asper Slab 2	Any one or more Pay Kalaingar Tv Group Channels placed beyond Slab 2
Maximum percentage incentives for Channel Penetration	5%	3%	0%
Maximum percentage incentives for Bouquet Penetration	7%	4%	0%



Particular	Percentage Incentive		
	All Pay Kalaignar Tv Group Channels placed asper Slab 1	Any one or more Pay Kalaignar Tv Group Channels placed asper Slab 2	Any one or more Pay Kalaignar Tv Group Channels placed beyond Slab 2
Maximum percentage incentives for Subscriber Audit under Section 15(2)	2%	2%	0%
Maximum percentage incentives for Special Incentive	1%	1%	0%
Total Maximum Percentage Incentives	15%	10%	0%
LCN Slab Achievement	Yes	-	-

Table 4

Calculation of Channel wise penetration through A-la-carte and Bouquets

S r. N o.	Name of Channel	State	Subscribers on A-la-carte basis	Kalaignar Tamil Bouquet SD	Total Subscribers	Total Active Subscriber Base of MSO	% Penetration Achievement of Channel
A	B	C	D	E	J = D+E+F+G+H+I	K	L = J / K
1	Kalaignar Tv	Tamil nadu	3500	6000	9500	10,000	95%
2	Kalaignar Isaiaaruvi	Tamil nadu	3300	6000	9300	10,000	93%
3	Kalaignar Siripolli	Tamil nadu	3300	6000	9300	10,000	93%
4	Kalaignar Murasu	Tamil nadu	3500	6000	9500	10,000	95%
5	Kalaignar Seithigal	Tamil nadu	3900	6000	9900	10,000	99%

Table 5

Calculation of Channel Penetration Incentive

Sr. No.	Name of Channel	State	Required Penetration as per Table D of Schedule E	Achieved Penetration as per Table 4 above	Applicable Channel Penetration Incentive as per Table C above
A	B	C	D	E	F
1	Kalaignar Tv	Tamilnadu	80.0%	95%	5.0%
2	Kalaignar Isaiaruvi	Tamilnadu	75.0%	93%	5.0%
3	Kalaignar Siripolli	Tamilnadu	75.0%	93%	5.0%
4	Kalaignar Murasu	Tamilnadu	75.0%	95%	5.0%
5	Kalaignar Seithigal	Tamilnadu	75.0%	99%	5.0%

Table 6

Calculation of Identified Channel Penetration Incentive

Sr. No.	Market	Identified Channel	Penetration Achievement	Identified Channel Penetration Criteria Achievement	Identified Channel Penetration Incentive Achievement
A	B	C	D	E	F
1	Tamil Nadu	Kalaignar Tv	95%	Identified channel Penetration Criteria A	7.00%
		Kalaignar Isaiaruvi	93%		
		Kalaignar Siripolli	93%		
		Kalaignar Murasu	95%		
		Kalaignar Seithigal	99%		

Table 7

Subscriber Audit Incentive and Special Incentive

Sr. No.	Incentive Type	Criteria for meeting condition	Achievement	Applicable Incentive
1	Subscriber Audit	Subscriber Audit done under Section 15(2)	H1	2%
2	Special Incentive	Data provided by Operator as per requirement?	Yes	1%

Basis the information submitted in above reports and penetration achievement, the OPERATOR will be eligible for below Incentive percentage.

Incentive Type	Achieved Incentive% in Tamilnadu
Achieved percentage incentives for Channel Penetration	5%
Achieved percentage incentives for Identified Channel Penetration	7%
Achieved percentage incentives for Subscriber Audit under Section 15(2)	2%
Achieved percentage incentives for Special Incentive	1%
Total Percentage Incentives Achieved	15%

Table 8

Calculation of Incentive Amount

Sr · No.	A-la-carte / Bouquet	Channel	State	Total Incentives	Subscriber Base	A-la-carte MRP of Channel	Effective Price of Channel for Incentive Calculation	Total Incentive Amount (Rs.)
A	B	C	D	E	F	G	H	$I = F * H * E$
1	A-la-carte	Kalaignar Tv	Tamil nadu	15.0%	300	12.00	12.00	540
2	A-la-carte	Kalaignar Isaiaruvi	Tamil nadu	15.0%	-	4.00	4.00	-
3	A-la-carte	Kalaignar Siripolli	Tamil nadu	15.0%	-	8.00	8.00	-
4	A-la-carte	Kalaignar Murasu	Tamil nadu	15.0%	1,800	12.00	12.00	5,130
5	A-la-carte	Kalaignar Seithigal	Tamil nadu	15.0%	-	1.00	1.00	-
6	Kalaignar Tamil Bouquet	Kalaignar Tv	Tamil nadu	15.0%	600	12.00	7.20	648
7	Kalaignar Tamil Bouquet	Kalaignar Isaiaruvi	Tamil nadu	15.0%	600	4.00	2.40	216
8	Kalaignar Tamil Bouquet	Kalaignar Siripolli	Tamil nadu	15.0%	600	8.00	4.80	432
9	Kalaignar Tamil Bouquet	Kalaignar Murasu	Tamil nadu	15.0%	600	12.00	7.20	648
10	Kalaignar Tamil Bouquet	Kalaignar Seithigal	Tamil nadu	15.0%	600	1.00	0.60	54
							Total	7,668

ANNEXURE 3 TO SERVICE FORM 2

I) DETAILS OF INTEGRATED RECEIVER DECODERS (IRDs). Details of IRDS of subscribed KALAINAR TV Channels availed by OPERATOR under this Amendment Agreement from the Effective Date.

Sr. No	Name of the Channel	Integrated Receiver Decoder (IRD) Number	Viewing Card (VC) Number
1			
2			
3			
4			
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II) Address for locating Equipment (IRDs):



C. SERVICE FORM 3

AMENDMENT AGREEMENT FOR MODIFICATION OF AUTHORIZED AREAS

This Amendment Agreement for modification of Authorized Areas ("**Amendment Agreement**") is made on this _____ day of _____, by and between:

KALAINAR TV PRIVATE LIMITED, a company incorporated under the provisions of the Companies Act, 2013 (as amended) having Corporate Identification Number (CIN): U92100TN2007PTC063806 and having its registered office at "Anna Arivalayam" 367,369, Anna Salai Teynampet Chennai-600018 (hereinafter referred to as "**KALAINAR TV**" which expression unless repugnant to the context or meaning thereof, shall mean and include its successors and permitted assigns) of the ONE PART,

AND

MSO/ DTH Operator/ HITS Operator/IPTV Operator (M/s):

Legal Status: Company Partnership Firm Proprietorship Firm Individual HUF LLP AOP Trust

(hereinafter referred to as the "**Operator**") which expression shall unless it be repugnant to the meaning or context thereof, be deemed to include the heirs, executors and administrators in the case of a sole proprietorship; the successors and permitted assigns in the case of a company; 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; and Karta and coparceners in the case of a Hindu Undivided Family ("**HUF**") of the OTHER PART.

Name of Authorized Signatory (Mr./Ms.): _____

CORRESPONDENCE ADDRESS:

Landmark: _____

Village: _____

City/Taluka: _____

District: _____

Pin: _____

State: _____

Tel. No - STD Code: _____ No.: _____

Mobile No. _____

Fax No - STD Code: _____ No.: _____

E mail ID: _____

Contact Person: _____

Designation of Contact Person: _____

KALAINAR TV and OPERATOR are hereinafter individually and collectively referred to as "**Party**" and "**Parties**" respectively.

WHEREAS, the OPERATOR has entered into an Interconnection Agreement bearing no. _____ dated _____ along with any executed Service Form(s) (if any) ("**Interconnection Agreement**") whereby the OPERATOR is granted the non-exclusive right by KALAINAR TV to distribute the subscribed KALAINAR TV Channels as set out therein, to its Subscribers in the Authorized Area for a period commencing on _____ and ending on _____ ("**Term**");

WHEREAS, the OPERATOR now intends to modify the Authorized Area. Therefore, the OPERATOR has requested KALAINAR TV for modification of Authorized Area. The Parties have agreed to amend the terms of the Interconnection Agreement on account of request made by OPERATOR to amend the Authorized Area, in accordance with the terms and condition set out hereinafter. The Parties agree that the modification of the Authorized Area shall be given effect from the Effective Date i.e. thirty days from the date of receipt of this Amendment Agreement along with all supporting documents by KALAINAR TV.

NOW THEREFORE IT IS HEREBY AGREED BY AND BETWEEN THE PARTIES THAT:

1. Authorized Area

- a. From the Effective Date, the Authorized Area shall mean the areas in India as listed in **Schedule I** to this Amendment Agreement where the OPERATOR shall retransmit/rebroadcast the subscribed KALAINAR TV Channels by using approved existing approved addressable systems of the OPERATOR.
- b. In the event the OPERATOR is using new and/or any other addressable systems and/or servicing the proposed areas from a new headend(s) and such head-end(s) which is different from the already existing approved addressable systems, it shall furnish the requisite information authorized documents as stated under Service Form 1 on or before the Effective Date (applicable for MSO).

2. Effective Date: The Effective Date for this Amendment Agreement shall mean _____.

3. Term: This Amendment Agreement shall be valid from the Effective Date and shall be co-terminus with the Interconnection Agreement.

4. Miscellaneous

This Amendment Agreement together with the Interconnection Agreement constitutes the entire agreement between the Parties relating to the subject matter. Save for the specific amendments set out in this Amendment Agreement, the Interconnection Agreement shall remain in full force and effect and shall be read in conjunction with these presents and shall be enforced as if the provisions of these presents were incorporated therein. The terms and conditions of the Amendment Agreement, as amended pursuant

to this Amendment Agreement from the Effective Date, shall be valid and binding on the Parties thereto for the Term of this Amendment Agreement.

- 4.5 In this Amendment Agreement, the terms used in capital case but not defined herein shall have the meaning assigned to them in the Interconnection Agreement.
- 4.6 The Parties agree and affirm that all other terms and conditions of the Interconnection Agreement shall apply mutatis mutandis to this Amendment Agreement.
- 4.7 This Amendment Agreement, read with the Interconnection Agreement supersedes all prior discussions, information, writings, memoranda and documents exchanges and agreements between the Parties with respect to the subject matter of this Amendment Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment Agreement to be executed by their duly authorized representatives.

For and on behalf of

For and on behalf of

KALAINAR TV PRIVATE LIMITED

[Name of the OPERATOR]

Name: _____

Name: _____

Designation: _____

Designation: _____

Date: _____

Date: _____

Witness-
Name: _____

Witness:-
Name: _____



SCHEDULE I TO SERVICE FORM 3

(PART A)

Registered Area:

(PART B)

Authorized Area:

Sr. No.	City* / Area wherein the OPERATOR has been authorised to Operate on the date of signing of this Interconnection Agreement	State / Union Territory in which the Authorised Area is located	Head-end from which the signals of KALAINAR TV Channels are distributed in such Authorized Area(S)

(Attach extra sheet if required and provide the complete details)

(PART C)

I. Details of Head-end(s)

Head-end(s) name	Address and contact details	Servicing Registered Area	Subscriber base

II. Details of Conditional Access Systems (CAS) and Subscriber Management Systems (SMS) deployed by OPERATOR

Sr. No.	Details of SMS deployed	Details of CAS deployed

*In the event the OPERATOR has deployed additional CAS and/or SMS, the certificate to be issued for each CAS and/or SMS deployed

III. Installation Address(es) of CAS and SMS (Attach extra sheet if required).

Sr. No.	Installation Address(es) of SMS	Installation Address(es) of CAS

*This Schedule I shall substitute and replace the Annexure I (Part A) (Part B) and (Part C) of the Interconnection Agreement

D. SERVICE FORM 4-

FORM FOR ADDITION/ DISCONTINUATION/ ALTERATION OF THE ADDRESSABLE SYSTEMS AND/OR ENCRYPTION SYSTEMS

[Applicable only for existing and valid Interconnection Agreements executed with KALAIgnAR TV)

DATE: _____

1. Name of the OPERATOR: _____
2. Interconnection Agreement No./Customer ID No.: _____
3. Platform _____
4. Name(s) of Owners/Directors/Partners of the OPERATOR:
5. Subscription License Agreement No _____
6. Registered Office Address of OPERATOR (with PIN Code):
7. Complete Address for Communication (with PIN Code):
8. Name of the contact person/ Authorized Representative (Letter of Authorization/Board Resolution enclosed):
9. Telephone _____
10. Email address _____
11. Details of existing Addressable Systems deployed by OPERATOR:
12. Details of proposed change in Addressable Systems to be deployed by OPERATOR(if any) and proposed effective date of such changes:
13. Details of proposed changes to the Addressable System's security and encryption technology (if any) and proposed effective date of such changes:
14. Please **enclose** the following documents with this form for change in Digital Addressable Systems deployed by the OPERATOR if the OPERATOR is an MSO :
 - a) Copy of Certificate of Registration/ Permission/ License
 - b) Conditional Access Systems (**CAS**) Certificate for the new Digital Addressable System
 - c) Subscriber Management Systems (**SMS**) Certificate for the new Digital Addressable System
 - d) Copy of the Audit Report of Broadcast Engineering Consultants India Limited (BECIL)/Authorized Agency/Certified Auditor certifying that the OPERATOR's Addressable Systems are in compliance of the Schedule III of the Interconnection Regulations.
 - e) Declaration from CAS Provider in the format set out in Schedule I to this Form.
 - f) Declaration from SMS provider in the format set out in Schedule II to this Form.

DECLARATION FOR PROCESSING OF THIS FORM

I _____ s/o,d/o _____ (Owner/Proprietor/Partner /Director/ Authorized Signatory), of _____ (Name of OPERATOR), do hereby declare that the details provided above are true and correct. I state that the addressable systems installed for distribution of subscribed KALAIIGNAR TV Channels by the OPERATOR meet the technical and other requirements specified in the Schedule III and Schedule IX of the Interconnection Regulations. The configuration and the version of the Addressable System have remained unchanged after issuance of the report by Broadcast Engineering Consultants India Limited (BECIL)/ Certified Empaneled Auditor enclosed herewith. I further undertake that the OPERATOR is in compliance of all applicable Laws including the TRAI Regulations as amended from time to time. I further undertake and agree that in the event of any changes in the Addressable System's security and encryption technology, the same shall not affect the continuity and quality of signals of KALAIIGNAR TV Channels and the performance of the obligations of the OPERATOR under the Interconnection Agreement. This Form shall form an integral part of the Interconnection Agreement executed between _____ and KALAIIGNAR TV.

For _____
Signature:
Name:
Date:
Place:



E. SERVICE FORM 5

FORM FOR CHANGE OF CONTROL

[Applicable only for Platform operators who have existing and valid Interconnection Agreements with KALAINAR TV)

DATE: _____

1. Name of the OPERATOR: _____
2. Subscription No./Customer ID No.: _____
3. Platform _____
4. Name(s) _____ of Existing Owners/Directors/Partners of the OPERATOR _____
5. Interconnection Agreement No/Customer ID: _____
6. Effective Date of Change in Control: _____
7. Consequences of Change in Control: _____
8. Details of Change in Control of the OPERATOR. The **documentary proof of all these changes shall be mandatorily enclosed** with this form:
 - a. Name(s) of new Owners/Directors/Partners:
 - b. New name of OPERATOR, in case of any change:
 - c. New Address for Communication (with PIN Code), in case of any change:
 - d. New Telephone number, in case of any change:
 - e. New Email Address, in case of any change:
 - f. New Website, in case of any change:
 - g. Any change in Distribution System?
 - h. *If yes, please upload Form for changing the Addressable Systems/Encryption Systems along with supporting documents.*
 - i. Any other information which may be important for the purpose of the existing Interconnection Agreement between OPERATOR and KALAINAR TV:
9. Please **enclose** the following documents with this Form:
 - a. Copy of Transfer of Title Rights of OPERATOR
 - b. Copy of Certificate of Registration/ Permission/ License
 - c. In the event of new entity- please provide-
 - i. License copy
 - ii. Certificate of Incorporation and Board Resolution authorizing the Authorized Signatory to sign for and on behalf of OPERATOR (Applicable for Company)
 - iii. Partnership Deed and Authorisation letter signed by all the partners or the head of the association (Applicable for Partnership Firm)
 - iv. Signature proof of authorized signatory (Applicable for sole proprietorship)
 - v. Pan Card copy/Form 60
 - vi. GST Registration Certificates
 - vii. TAN No.
 - viii. CAS Declaration Form
 - ix. SMS Declaration Form
 - x. Copy of the Audit Report of Broadcast Engineering Consultants India Limited (BECIL)/Authorized Agency/Certified Auditor certifying that the OPERATOR's Addressable Systems are in compliance of the Schedule III of the Interconnection Regulations.
10. In the event of any Change in Control of the OPERATOR resulting in a new entity, the OPERATOR agrees that-

- a. to comply with applicable laws including the TRAI Regulations for the discontinuation of operations in the name of the OPERATOR
- b. The OPERATOR shall submit the duly filled **Service Form 6- Form For Discontinuation Of Operations** (in case of discontinuation of operations) along with all supporting documents to KALAINAR TV along with this form.
- c. The New Entity shall execute a fresh written interconnection agreement with KALAINAR TV which shall be subject to the clearance of all payments due and payable by the OPERATOR under the Interconnection Agreement(s) executed between the OPERATOR and KALAINAR TV.

DECLARATION

I _____ (Owner/Proprietor/Partner /Director/ Authorized Signatory), of _____ (Name of OPERATOR), do hereby declare that the details provided above are true and correct. The OPERATOR is in compliance with all applicable laws including the TRAI Regulations. I hereby declare and undertake to make all the payments due and payable to KALAINAR TV till the effective date of the Change of Control on or before _____. On the payment of all payments due to KALAINAR TV, both Parties shall be discharged of their rights and obligations under the Interconnection Agreements(s) and I further agree and undertake not to raise any claims/demands/allegations on KALAINAR TV, for any reason whatsoever, directly and/or indirectly, subsequent to shutting down the operations.

For _____
Signature:
Name:
Date:
Place:



F. SERVICE FORM 6

FORM FOR DISCONTINUATION OF OPERATIONS

[Only for Platform operator with existing interconnection agreements with KALAINAR TV Private Limited(KALAINAR TV)]

Date: _____

1. Name of the OPERATOR _____
2. Interconnection Agreement(s) No(s) /Customer ID No(s): _____
3. Platform: _____
4. Registered Office Address of OPERATOR (with PIN Code): _____
5. Complete Address for Communication (with PIN Code): _____
6. Name of the contact person/ Authorized Representative (Letter of Authorization/Board Resolution enclosed)
7. Telephone: _____
8. Email address: _____
9. Tentative date of discontinuation of operations: _____
10. Reason for Shutting Down of Operations: ____
11. Invoices received from KALAINAR TV till the month of ____
12. Outstanding amounts due and payable as per the invoices raised by KALAINAR TV till date: INR _____
13. Total Outstanding amounts as per KALAINAR TV's books of accounts and under the Interconnection Agreement(s) shall be paid by the OPERATOR on or before _____ or within one week from the date of this form whichever is earlier ("**Due Date**").

For and on behalf of

Authorized Signatory

Company Stamp/Seal

DECLARATION

I _____ (Owner/Proprietor/Partner /Director/ Authorized Signatory), of _____ (Name of OPERATOR), do hereby declare that the details provided above are true and correct. I hereby undertake and agree that all pending payments due and payable to KALAINAR TV as per the terms of Interconnection Agreement(s) on or before the Due Date stated hereinabove. On the payment of all outstanding amounts as per KALAINAR TV's books of accounts and under the Interconnection Agreement(s), both Parties shall be discharged of all their liabilities, rights and obligations under the Interconnection Agreement(s). I further agree and undertake not to raise any claims/demands/allegations on KALAINAR TV, for any reason whatsoever.

For _____	
Signature:	
Name:	Designation:
Date:	

To be filled by KALAINAR TV representatives

Date of receipt of the Form by KALAINAR TV	
Total Outstanding amount till date of discontinuation	INR
Amount paid by the OPERATOR	INR
Due Date	
FOR KALAINAR TV	
Authorized Signatory	

