

## FESTIVE SEASON PROMOTIONAL SCHEME FOR COLORS AND COLORS KANNADA CHANNELS

1. Promotional Scheme: IndiaCast Media Distribution Private Limited ("IndiaCast"), in its capacity of being authorized representative / agent of TV18 Broadcast Limited ("Broadcaster"), is issuing this festive season promotional scheme for and on behalf of Broadcaster, on a-la-carte maximum retail price (excluding applicable taxes, levies and cess) per Subscriber per month ("MRP") for the standard-definition channels named Colors ("Colors") and Colors Kannada ("Colors Kannada"). For brevity sake, this festive season promotional scheme is hereinafter referred to as "Promotional Scheme". The Promotional Scheme automatically applies to all Affiliates who have a valid and subsisting MRP-RIO based Interconnection Agreement for TV18 Channels ("Interconnection Agreement") and is subscribing to Colors and/or Colors Kannada on a-la-carte basis thereunder, without any need for further action on their part.
2. Promotional Period: Promotional Scheme shall commence on 15-October-2019 and expire on 12-January-2020, both dates included ("Promotional Period").
3. Deemed MRPs of Colors and Colors Kannada During Promotional Period: Only during Promotional Period, MRP of:
  - (a) Colors shall be deemed to be **₹12/- (Rupees twelve only)** as against ₹19/- mentioned in Interconnection Agreement, and
  - (b) Colors Kannada shall be deemed to be **₹12/- (Rupees twelve only)** as against ₹19/- mentioned in Interconnection Agreement.
4. Invoicing and Payments for Colors and Colors Kannada For Promotional Period: Subject to stipulations of Interconnection Agreement, for Promotional Period, subscription fee for Colors and/or Colors Kannada (as the case may be) shall be calculated and invoiced by Broadcaster (through IndiaCast) and consequently, shall be paid by Affiliate on the basis of deemed MRP (as set forth in Section 3 above) of Colors and/or deemed MRP of Colors Kannada (as the case may be).
5. Applicability of Promotional Scheme: Promotional Scheme is available only in conjunction with Interconnection Agreement and not on a standalone basis. With respect to:
  - (a) an Affiliate who is currently having a valid and subsisting Interconnection Agreement and is subscribing to Colors and/or Colors Kannada on a-la-carte basis, the Promotional Scheme shall be applicable for the entire Promotional Period to such Affiliate, provided the Interconnection Agreement executed by such Affiliate remains valid and subsisting during Promotional Period;
  - (b) an Affiliate who is currently having a valid and subsisting Interconnection Agreement and is subscribing to TV18 Channel(s), but is not subscribing to Colors and/or Colors Kannada on a-la-carte basis, if such Affiliate subscribes to Colors and/or Colors Kannada, then the Promotional Scheme shall be applicable to such Affiliate during the remainder of Promotional Period (if any), provided the Interconnection Agreement executed by such Affiliate remains valid and subsisting during the remainder of Promotional Period (if any); and
  - (c) distribution platform operators ("DPO") who currently does not have Interconnection Agreement for subscription of TV18 Channel(s), if such DPO executes Interconnection Agreement and subscribes to Colors and/or Colors Kannada on a-la-carte basis, then the Promotional Scheme shall be applicable to such DPO during the remainder of Promotional Period (if any).
6. Other Important Terms and Conditions:
  - (a) Affiliate / DPOs shall not be entitled to seek enlargement of Promotional Scheme (including Promotional Period) on any ground whatsoever, and that the Promotional Scheme is offered by Broadcaster (through IndiaCast) in its sole discretion.
  - (b) All capitalized words as used in this Promotional Scheme unless defined herein, shall have the same meaning as defined in the Interconnection Agreement.
  - (c) Save as expressly provided herein, all other terms and conditions of the Interconnection Agreement shall continue to be valid and binding. In the event of a conflict between the stipulations contained in Promotional Scheme, and those contained in Interconnection Agreement, the stipulations contained in Promotional Scheme shall prevail only to the extent absolutely necessary for removing the conflicts. The Promotional Scheme is being offered without prejudice to Broadcaster's rights. For clarity, the present Promotional Scheme is neither intended to supersede, nor does it supersede any earlier communication between Broadcaster and Affiliate / DPO, or notices already issued.