

Promotional Scheme For 'Sports18 1' & 'Sports18 1 HD'

1. Promotional Scheme: TV18 Broadcast Limited ("Broadcaster") is issuing this promotional scheme for waiver of *a-la-carte* subscription fee of 'Sports18 1' and 'Sports18 1 HD' (collectively, "Sports18 Channels") during the Promotional Period (*defined below*) on terms and conditions set out herein.
2. Promotional Period: Promotional Scheme shall commence on 15-April-2022 ("Commencement Date") and expire on 14-July-2022 ("End Date"), both dates included ("Promotional Period").
3. Applicability of Promotional Scheme: Benefits pursuant to Promotional Scheme (if any) shall accrue only upto the End Date and will apply to all Distribution Platform Operators ("DPO") who have already entered, or enter, into interconnection agreement for subscription of Sports18 Channels ("Affiliated DPO"). Notwithstanding anything to the contrary, DPO / Affiliated DPO shall have no right to request for any change in Commencement Date and/or End Date of Promotional Period under any circumstance whatsoever.
4. Waiver of Subscription Fee for Sports18 Channels during Promotional Period: For the Promotional Period, Affiliated DPO shall not be liable to pay subscription fees for Sports18 Channels on an *a-la-carte* basis to Broadcaster (through IndiaCast). For clarity, the Promotional Scheme does not apply to bouquets comprising of Sports18 1 and/or Sports 1 HD that may have been subscribed by such Affiliated DPOs.
5. Other Important Terms and Conditions:
 - (a) Affiliated 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) Promotional Scheme shall apply only to such Sports18 Channel as may have been subscribed by Affiliated DPO, and as such, it is not necessary to subscribe to both Sports18 Channels to avail benefit under Promotional Scheme.
 - (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 DPO / Affiliated DPO, or notices already issued.
