

Promotional Scheme For 'News9'

1. **Promotional Scheme:** Associated Broadcasting Company Pvt Ltd ("**Broadcaster**") is pleased to introduce a promotional scheme for the newly launched channel, News9. Pursuant to this scheme, the subscription fees for the new English news channel shall stand waived during the Promotional Period (*defined below*) subject to the terms and conditions set forth herein ("Promotional Scheme").
2. **Promotional Scheme Period:** Promotional Scheme shall commence on 01-January-2025 ("**Commencement Date**") and expire on 31-January-2025 ("**End Date**"), both dates included ("**Promotional Period**").
3. **Applicability of Promotional Scheme:** The benefits under the Promotional Scheme shall apply automatically from the date on which all Distribution Platform Operators ("**DPO**") who have already entered into or enter, into interconnection agreement for subscription of News9 Channel. The benefits shall cease automatically upon the expiry of the promotional scheme period. For clarity, no action is required on the part of the DPO to opt – into the promotional scheme.
4. **Waiver of Subscription Fee for News9 Channels during Promotional Period:** During the Promotional Period, the Affiliated DPO shall not be liable to pay subscription fees for News9 Channel on an *a-la-carte* basis to the Broadcaster.
5. **Other Important Terms and Conditions:**
 - (a) 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 the Promotional Scheme, and those contained in the interconnection agreement, the stipulations contained in the Promotional Scheme shall prevail only to the extent absolutely necessary for removing the conflicts.
 - (b) 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.