

The Ala-carte rate details of Taj Television (India) Private Limited channels namely 'TEN SPORTS', 'TEN ACTION +' , "TEN CRICKET" and TEN HD channels:

**A) Non CAS areas**

<b>Name</b>	<b>Ala carte rate (INR) for cable distribution in NON CAS areas (per ordinary subscriber per month) (exclusive of taxes)</b>
TEN Sports	16.05
TEN ACTION +	11.13
TEN Cricket	35.45

**B) CAS areas**

<b>Name</b>	<b>A la carte rate (INR) for cable distribution in CAS areas (per ordinary subscriber per month) (exclusive of taxes)</b>
Ten Sports	5.35
TEN ACTION +	5.35
Ten Cricket	5.35

**C) DTH and IPTV Platform**

<b>Name</b>	<b>Rate(s) in (INR) per Rate(s) in (INR) per ordinary subscriber per month (exclusive of taxes) in case the channels are being offered in basic Tier/Package#</b>	<b>Rate(s) in (INR) per Rate(s) in (INR) per ordinary subscriber per month (exclusive of taxes) in case the channels are being offered in " add on Package"*</b>
TEN Sports	6.74	12.04
TEN ACTION +	4.67	8.35
TEN Cricket	14.89	26.58

Name of HD Channel	Rate(s) in (INR) per Rate(s) in (INR) per ordinary subscriber per month (exclusive of taxes)
TEN HD	125

# The abovementioned rates applicable for Basic entry package are being filed in compliance of the order dated 18th April 2011 passed by the Hon'ble Supreme Court without prejudice to our rights and contentions and are subject to the outcome of C.A. No.'s 2847 to 2854/2011 and D8827/2011 pending final adjudication before the Hon'ble Supreme Court or any other proceedings initiated by Taj Television India Private Limited and/or any other Broadcaster/entity interalia in relation to the Telecommunication (Broadcasting and Cable) Services (Fourth) (Addressable Systems) Tariff Order, 2010 dated 21st July 2010.

\* **Add-On package:** In furtherance of the specific direction by the TRAI vide its letter dated 29.06.2011, and without prejudice to our rights and contentions:

- (i) in Civil Appeal No's 2747-2854 of 2011;
- (ii) that the interim order dated 18<sup>th</sup> April 2011 in Civil Appeals Nos 2747-2854 of 2011 does not pertain to "Add on Packages" and
- (iii) to appeal against the directions of TRAI dated 29.06.2011 before the appropriate forum,

we are at present offering the TEN Channels to Operators, at the Rate applicable to Basic Entry Package irrespective of the tiering/packaging of the channels by the Operators with a right to recover the Add on rates as per our earlier RIO for placement of channels in packages other than Basic Entry Package, upon adjudication/clarification in this regard by appropriate forum.

#### D) Hotels & Commercial Establishments

Name	A la carte rate (INR) for cable distribution in NON CAS and CAS areas (per commercial subscriber per month) (exclusive of taxes)	Rate(s) applicable Viewing Area (PVA) per TV set per month (INR)
TEN SPORTS	80	2000
TEN ACTION +	46	2000
TEN CRICKET	100	2000