

| MARKET/GENRE | CHROME DM AUDIT SERVICES | | | | |
|------------------------------|---------------------------|-----------|-----------|------------------------------|--------------|
| | CHROME TRACK 2.0 | | | DUAL LCN | LANDING PAGE |
| | URBAN | RURAL | U+R | MONTHLY REPORT | |
| ALL INDIA | ANNUAL SUBSCRIPTION (INR) | | | QUARTERLY SUBSCRIPTION (INR) | |
| HINDI GEC | 34,30,000 | 41,20,000 | 54,90,000 | 6,90,000 | 11,00,000 |
| HINDI MOVIES | 28,10,000 | 33,70,000 | 44,90,000 | 5,60,000 | 9,00,000 |
| HINDI NEWS | 25,00,000 | 30,00,000 | 39,90,000 | 5,00,000 | 8,00,000 |
| ENGLISH ENTERTAINMENT/MOVIES | 18,70,000 | 22,50,000 | 30,00,000 | 3,70,000 | 6,00,000 |
| ENGLISH NEWS | 18,70,000 | 22,50,000 | 30,00,000 | 3,70,000 | 6,00,000 |
| BUSINESS NEWS | 18,70,000 | 22,50,000 | 30,00,000 | 3,70,000 | 6,00,000 |
| KIDS | 15,60,000 | 18,70,000 | 25,00,000 | 3,10,000 | 5,00,000 |
| FASHION LIFESTYLE | 18,70,000 | 22,50,000 | 30,00,000 | 3,70,000 | 6,00,000 |
| LIFESTYLE | 15,60,000 | 18,70,000 | 25,00,000 | 3,10,000 | 5,00,000 |
| INFOTAINMENT | 20,30,000 | 24,30,000 | 32,40,000 | 4,10,000 | 6,50,000 |
| MUSIC | 15,60,000 | 18,70,000 | 25,00,000 | 3,10,000 | 5,00,000 |
| SPORTS | 28,10,000 | 33,70,000 | 44,90,000 | 5,60,000 | 9,00,000 |
| RELIGIOUS | 15,60,000 | 18,70,000 | 25,00,000 | 3,10,000 | 5,00,000 |
| INTERNATIONAL | 18,70,000 | 22,50,000 | 30,00,000 | 3,70,000 | 6,00,000 |
| HSM | | | | | |
| HINDI GEC | 26,40,000 | 31,20,000 | 42,00,000 | 5,30,000 | 8,40,000 |
| HINDI MOVIES | 21,60,000 | 26,40,000 | 34,80,000 | 4,30,000 | 6,90,000 |
| HINDI NEWS | 19,20,000 | 22,80,000 | 31,20,000 | 3,80,000 | 6,10,000 |
| ENGLISH ENTERTAINMENT/MOVIES | 14,40,000 | 18,00,000 | 22,80,000 | 2,90,000 | 4,60,000 |
| ENGLISH NEWS | 14,40,000 | 16,80,000 | 22,80,000 | 2,90,000 | 4,60,000 |
| BUSINESS NEWS | 14,40,000 | 16,80,000 | 22,80,000 | 2,90,000 | 4,60,000 |
| KIDS | 12,00,000 | 15,60,000 | 19,20,000 | 2,40,000 | 3,80,000 |
| FASHION LIFESTYLE | 14,40,000 | 16,80,000 | 22,80,000 | 2,90,000 | 4,60,000 |
| LIFESTYLE | 12,00,000 | 15,60,000 | 19,20,000 | 2,40,000 | 3,80,000 |
| INFOTAINMENT | 15,60,000 | 18,00,000 | 25,20,000 | 3,10,000 | 5,00,000 |
| MUSIC | 12,00,000 | 15,60,000 | 19,20,000 | 2,40,000 | 3,80,000 |
| SPORTS | 21,60,000 | 26,40,000 | 34,80,000 | 4,30,000 | 6,90,000 |
| RELIGIOUS | 12,00,000 | 15,60,000 | 19,20,000 | 2,40,000 | 3,80,000 |
| INTERNATIONAL | 14,40,000 | 16,80,000 | 22,80,000 | 2,90,000 | 4,60,000 |
| SOUTH / REGIONAL | | | | | |
| GEC | 15,80,000 | 19,00,000 | 25,30,000 | 3,20,000 | 5,10,000 |
| MOVIES | 13,00,000 | 15,60,000 | 20,70,000 | 2,60,000 | 4,20,000 |
| NEWS | 11,50,000 | 13,80,000 | 18,40,000 | 2,30,000 | 3,70,000 |
| ENTERTAINMENT/YOUTH | 8,60,000 | 10,40,000 | 13,80,000 | 1,70,000 | 2,80,000 |
| KIDS | 7,20,000 | 8,60,000 | 11,50,000 | 1,40,000 | 2,30,000 |
| LIFESTYLE/INFOTAINMENT | 9,40,000 | 11,20,000 | 15,00,000 | 1,90,000 | 3,00,000 |
| MUSIC | 7,20,000 | 8,60,000 | 11,50,000 | 1,40,000 | 2,30,000 |
| SPORTS | 13,00,000 | 15,60,000 | 20,70,000 | 2,60,000 | 4,20,000 |
| RELIGIOUS | 7,20,000 | 8,60,000 | 11,50,000 | 1,40,000 | 2,30,000 |

4 Licenses + INR 25000 for four (4) additional Licenses

Biyearly billing (6 months advances)

*Plus Taxes

• IMAGES WILL BE PROVIDED WHERE AVAILABLE

One Time Weekly Report would be charged @ 5% of the annual report value
One Time Monthly Report would be charged @ 15% of the annual report value

SPECIAL CONSIDERATIONS : FOR CONTRACTUAL PERIOD MORE THAN ONE YEAR

1 YEAR : CARD RATE + 30% YOY GROWTH

3 YEARS : CARD RATE + 10% YOY GROWTH

| WEEKLY TRACKING | |
|------------------------------|-------------------------------------|
| CHROME DTH ACUMEN | INR 9,60,000 PER ANNUM |
| LANGUAGE FEED | INR 13,20,000 PER CHANNEL PER ANNUM |
| AUDIO VIDEO REPORTING | INR 9,60,000 PER CHANNEL PER ANNUM |

**Plus Taxes*

Biyearly billing (6 months advances)

| WEEKLY TRACKING | |
|-------------------|-----------------------|
| CHROME PLUS | |
| COST (INR) | |
| MONITORING | 1,000 PER TOUCH POINT |
| GEO TAG REPORTING | 4,000 PER TOUCH POINT |

**Plus Taxes*

| OUT- OF- POCKET EXPENSES (INR) | |
|--------------------------------|-----------------|
| MARKET | PER AUDIO PROOF |
| 8 METROS | 500 |
| 1MN+ | 750 |
| .1 TO 1 MN | 1,000 |
| LC1 | 1,500 |

**Plus Taxes*

| CHROME LIVE ACCESS | |
|--|----------------------------------|
| Urban HEs- INR 15,000, Rural HEs- INR 17,500) | Per Day |
| Urban HEs - INR 4000, Rural HEs- INR 5,500 | Per Day For Monthly Subscription |

**Plus Taxes*

| PROPRIETARY TOOLS | | | | | |
|---|---|----------------|-----------|-----------|-----------|
| PRODUCT | DESCRIPTION | REMARK | REGIONAL | HSM | ALL INDIA |
| | | ONE TIME (INR) | | | |
| CHROME DISTRIBUTION REVENUE REALIZATION (DRR) | THE HEAD-END WISE AVERAGE COLLECTIONS, SUBSCRIBERS ATTACHED TO EACH HEAD-END AND MARKET-WISE ANALYSIS OF INDIVIDUAL MSO | | 8,00,000 | 12,00,000 | 17,00,000 |
| CHROME SES | THE NUMBER OF ACTIVE SUBSCRIBERS OF ALL CABLE NETWORKS SPREAD ACROSS INDIA AS WELL AS THE RANK OF EACH NETWORK | URBAN | 6,50,000 | 10,00,000 | 15,00,000 |
| | | RURAL | 8,00,000 | 12,00,000 | 17,00,000 |
| | | URBAN + RURAL | 10,00,000 | 17,00,000 | 23,00,000 |
| CHROME CARRIAGE INDEX | THE HEADEND WISE AVERAGE CARRIAGE FEE SPENDS FOR PLACING CHANNELS ACROSS INDIVIDUAL CABLE NETWORKS | | 8,00,000 | 12,00,000 | 17,00,000 |
| Chrome DPi | THE EXACT REACH CONTRIBUTION OF A CHANNEL BROKEN DOWN TO INDIVIDUAL CABLE NETWORKS | PER CHANNEL | 12,00,000 | 30,00,000 | 45,00,000 |

**Plus Taxes*

- **All Proprietary and Special Projects – 50% Advance, 50% before the delivery of the final report**

| MARKET/GENRE | CHROME NEWS TRACK | | |
|---------------|-------------------|------------------------------------|-----------------------------------|
| | No. of Channels | Cost for Annual Subscription (INR) | Cost per Additional Channel (INR) |
| HINDI NEWS | 8 | 21,00,000 | 4,20,000 |
| ENGLISH NEWS | 4 | 16,80,000 | 4,20,000 |
| REGIONAL NEWS | 4 | 15,36,000 | 3,60,000 |

**Plus Taxes*

| PRODUCT | No. of Licensee | Cost per License per month |
|-----------------|-----------------|----------------------------|
| Chrome AD Sales | 1-3 | USD 500 |
| | 4-9 | USD 350 |
| | 10-25 | USD 250 |
| | 26-75 | USD 225 |
| | 51-100 | USD 175 |
| | 101-499 | USD 75 |
| | 500+ | USD 50 |

**Plus Taxes*

Biyearly billing (6 months advances)