

TERMS AND CONDITIONS OF BOX FREE OFFER

1. The present terms and conditions of the "Box Free Offer" (hereinafter referred to as the "offer") are applicable only for the persons who become subscriber(s) of Dish TV India Limited (hereinafter referred to as the "Company") by taking dishtv connection under the present offer within the offer period in the territory.
2. This offer is applicable and available in the geographical limits of India and can be availed only by the resident of the territory.
3. This is a limited period offer starting from December 2, 2009 and expiring on January 31, 2010, subject to availability of stock (hereinafter referred to as the 'offer period'). Only such customers who are activating dishtv connection during the offer period within the territory shall be entitled for the benefits under this offer.
4. The "Box Free Offer" shall mean an Offer under which a customer upon payment of Rs. 1990/- for a dishtv connection shall be entitled to subscription of platinum pack with two a-la-carte packs of "colors" and "UTV pack" (hereinafter jointly referred to as the "basic pack") for 100 days (subject to clause 9 hereinbelow) worth Rs. 1189/- and with the balance amount of Rs. 801/- the customer shall be entitled to avail any A-la-carte pack and movies (hereinafter together referred to as the "additional services") provided by the Company within the said period of 100 days. Installation charges of Rs. 200/- extra shall be required to be paid by the Customer at the time of installation of dishtv connection.
5. Under Box Free Offer, the CPE rental is free for 3 (three) years. After expiry of 3 years a token rental of Re. 1 is payable.
6. CPE includes Set Top Box, LNB, Dish and wire. For installation of every connection, wire upto maximum of 15 meters shall be provided and if extra wire is required for installation, the customer would have to bear the expenses for extra wire.
7. The above mentioned prices do not include Octroi/ Entry Tax which the customer would be required to pay in addition to the abovesaid prices, wherever applicable.
8. If the customer does not use the complete value of Rs. 1990/- within 100 days from the date of activation, any balance amount left in the dishtv account of the customer shall lapse upon the expiry of said 100 days.
9. If however within the said period of 100 days, a customer avails the additional services, the cumulative value of which exceeds Rs. 801/-, the excess value shall be adjusted from Rs. 1189/- and therefore the viewing period of the customer shall be reduced proportionately. For example, in an ideal situation where a customer avails any additional services, the total value of which is less than Rs. 801/- within the initial 100 days, then in that case the customer shall be entitled to view the basic pack for a complete period of 100 days. If however the total value of the additional services exceeds Rs. 801/-, the excess amount of such additional services shall be adjusted against the value of basic

pack and consequently the initial viewing period of 100 days shall be reduced proportionately.

10. The customer shall not be allowed to change the basic pack during the initial period of 100 days.
11. A subscriber can order for those movies only which are available on the movie on demand platform of the Company.
12. Any recharge done by the customer during the initial period of 100 days shall not be considered for any benefits and the same shall be provided to him only after the expiry of the said period.
13. After the expiry of the initial viewing period of 100 days the A-la-carte packs selected by the customer shall not be discontinued automatically unless the customer requests for discontinuation of the same. In such case where the A-la-carte packs have been continued after the expiry of the initial viewing period of 100 days, the customer shall be required to pay for the same which shall be debited in his dishtv account.
14. Parent – child scheme is not applicable under this Offer.
15. After the expiry of initial viewing period of 100 days, Entertainment Tax as applicable in the state of Uttar Pradesh shall be payable by the customers of Uttar Pradesh.
16. No cash payment shall be made to the customers in lieu of the offer benefits. The Company expressly states that the benefits of this offer cannot be exchanged either for cash or in any other form. No reimbursement of telephone charges / postal charges / courier charges, if any incurred, will be made.
17. To be entitled for the benefits of the Offer the dishtv connection must be taken from any of the authorized dealer of the Company.
18. In case any new channels are added into the respective packs in the initial subscription period, the Company reserves the right to charge for the same which shall be borne by the customer.
19. A customer who has procured dishtv connection under this offer is not entitled to claim money / refund or alternate service in lieu of the service being provided under this offer.
20. The Company reserves the right to add / drop a channel / package / service from any package and / or from the platform and / or change the package / channel / service rates.
21. The Company shall have the right to Change the package of channels and / or the terms of this offer or stop the offer before the expiry of offer period due to Force Majeure condition including act of God, Government Action, conditions beyond the control of the Company including but not limited to removal of channel due to which the same being not made available by the Broadcaster, increase in price due to increase of the price of the channels by the Broadcaster etc. and the customer who has procured the dishtv connection under this offer shall be bound by such change etc. The Company shall not be under any obligation to provide alternative or additional service or refund of money due to the said change.

22. The Company retains the right to change, amend, extend, modify and alter the present terms and conditions, in whole or in part, without any notice. The Company shall not be under any obligation of whatsoever nature due to such change, amendment, extension, modification.
23. By activating the dishtv connection under the present offer, a customer is deemed to have read and accepted the present terms and conditions and shall therefore be bound by the terms and conditions of this offer.
24. The offer is available for non- commercial usage only.
25. In case of any dispute or difference in respect of the offer, the decision of the Company shall be final and binding on all concerned.
26. All disputes are subject to exclusive jurisdiction of Delhi Courts only and no other courts shall have jurisdiction in this regard.