

Dear Sir

We would like to bring to your knowledge that Dish TV India Ltd ('Dish TV'), the leading and the largest DTH platform in Country is aiming at expanding its offerings of the channels by adding channels to its platform soon. Dish TV is expecting to add around 5 channels / Slots on its platform and thus intends to offer this space to the channels, through an e-auction mode.

The channels which hold valid up-linking and down-linking permissions from the Ministry of Information and Broadcasting, Government of India are eligible to participate in the e-auction. The e-auction will be conducted by M/s Synise Technologies Limited on behalf of Dish TV.

The Minimum Bid amount and the fixed charges payable by the Successful Bidder(s) is as under:

➤ **Minimum Bid amount:**

The minimum bid amount towards Annual Carriage fee will be INR1,20,00,000 (Rupees One Crore and Twenty Lacs).

➤ **Fixed Annual Charges in addition to the Bid Amount:**

The carriage of the channel on Dish TV will be subject to the bidder paying the following Fixed Annual charges in addition to the bid amount:

Set up cost	: INR 1.00 crore (Rupees One Crore)
LCN Charge	: INR 12.00 lacs (Rupees Twelve Lacs)
EPG and Marketing Cost	: INR 18.00 lacs (Rupees Eighteen Lacs)

Entities interested in participating in the E-Auction have to deposit the following in person with Dish TV's Authorised Representative Mr. Sopan Ghosh (Hand Held: +91 9899404094) at FC 19, Sector 16 A, Noida on or before September 5, 2013 by 1400 Hrs:

- Earnest Money Deposit (EMD) of INR 1,00,00,000 (Rupees One crore) (refundable) through Pay order / Demand Draft in favour of "Dish TV India Limited" payable at Delhi/Noida
- Administrative Expense Charges of INR 5500/- (Rupees Five Thousand Five Hundred Only) (Non Refundable) through Pay order / Demand Draft in favour of "Synise Technologies Limited" payable at Pune
- Duly filled and executed CA Request / Registration Form (Form being sent)
- Authority Letter from the Participating Entity authorizing to participate in the E-Auction
- Copy of Service Tax Registration Form / Certificate of the Participating Entity
- Copy of PAN Card of the Participating Entity
- Copy of the Downlinking Permission of the Channel granted by the Ministry of Information and Broadcasting

Submission of the above mentioned documents and charges for participating in the E Auction shall be deemed to be the acceptance of the terms and conditions mentioned in the E Auction Notice, E Auction Bid Document and the Agreement to be executed by the Successful Bidder. Participating entities must write to Mr. Sopan Ghosh at "sopan_g@dishtv.in" seeking the Format of the Agreement.

Upon completion of the E-Auction, the Successful Bidder has to pay the following amount through Pay order / Demand Draft in favour of "Dish TV India Limited" payable at Delhi/Noida or through Bank Transfer by or before September 13, 2013:

