

**PRICING APPLICABLE IN NON-CAS AREAS FOR CABLE
TRANSMISSION THROUGH ANALOGUE MODE ONLY**

(Net Wholesale Price to MSO/Cable Operators)

***RATE CARD OF ZEE TURNER (ZT) CHANNELS (Non-Commercial)**

(w.e.f 1st February 2010)

<p>Bouquet I</p> <p>(Zee TV, Zee Cinema, Cartoon Network, Zee Marathi, Zee News, CNN, Zee Café, Zee Studios, Zee Trendz, Zee Punjabi, Zee Bangla)</p>	<p>*Rs. 57.99 (Rupees Fifty Seven and Ninety Nine Paise Only) Per Ordinary Subscriber Per Month.</p>
<p>Bouquet II</p> <p>(HBO, Pogo, Zee Business)</p>	<p>*Rs. 23.84 (Rupees Twenty three and Eighty Four Paise Only) Per Ordinary Subscriber Per Month.</p>
<p>Bouquet III</p> <p>(Zee Classic, Zee Action, Zee Premier)</p>	<p>*Rs. 22.25 (Rupees Twenty Two and Twenty Five Paise Only) Per Ordinary Subscriber Per Month</p>
<p>Bouquet IV</p> <p>(Zee Sports)</p>	<p>*Discontinued w.e.f. 1st February 2010.</p>
<p>Bouquet V</p> <p>(Zee Telegu, Zee Kannada, ETC Punjabi, ETC, Zing, Zee Jagran, Zee Smile, 24 Ghante)</p>	<p>*Rs. 37.09 (Rupees Thirty Seven and Nine Paise Only) Per Ordinary Subscriber Per Month.</p>
<p>Bouquet VI</p> <p>(24 Taas and Zee Talkies)</p>	<p>*Rs. 17.12 (Rupees Seventeen and Twelve Paise Only) Per Ordinary Subscriber Per Month</p>
<p>Bouquet VII</p> <p>(Zee Next)</p>	<p>Suspended w.e.f. 5th March 2009.</p>
<p>Bouquet VIII</p> <p>(Zee Tamil)</p>	<p>Encrypted FTA.</p>
<p>Bouquet IX</p> <p>(HBO, POGO, Zee Business News, WB)</p>	<p>*Rs. 28.56 (Rupees Twenty Eight and Fifty Six Paise Only) Per Ordinary Subscriber Per Month</p>

***ALA-CARTE RATES**

ZT Channels	Rate Per Ordinary Subscriber Per Month Only For Residential Households Only (RS.)	Genre	Language	FTA / Pay	Broadcaster	Pay Across India
Zee TV	13.88	General Entertainment	Hindi	Pay	ZEEL	Pay Across India
Zee Cinema	13.88	Movie Channel	Hindi	Pay	ZEEL	Pay Across India
Cartoon Network	13.37	Children Entertainment Channel	Hindi & English, Tamil & Telugu	Pay	Turner International Private Limited	Pay Across India
Zee Marathi	8.56	**Regional Marathi (GEC)	Marathi	Pay	Zee News Limited	Pay Across India
Zee News	8.02	News and Current Affairs (Hindi)	Hindi	Pay	Zee News Limited	Pay Across India
Zee Café	8.56	General Entertainment (English)	English	Pay	Asia Today Limited	Pay Across India
Zee Studio	7.49	Movies (English)	English	Pay	Asia Today Limited	Pay Across India
Zee Bangla	8.67	**Bengali GEC	Bengali	Pay	Zee News Limited	Pay Across India
Zee Punjabi	1.60	**Regional Punjabi	Punjabi	Pay	Zee News Limited	Pay Across India
Zee Trendz	1.07	Fashion and Life style	English	Pay	Asia Today Limited	Pay Across India
CNN	1.60	News and Current Affairs	English	Pay	Turner International Private Limited	Pay Across India

HBO	16.69	Movies (English)	English	Pay	Turner International Private Limited	Pay Across India
Pogo	13.37	Children Entertainment Channel	Hindi and English	Pay	Turner International Private Limited	Pay Across India
Zee Business	5.14	Business News and Current Affairs (Hindi)	Hindi	Pay	Zee News Limited	Pay Across India

Zee Classic	10.70	Movie (Hindi)	Hindi	Pay	ZEEL	Pay Across India
Zee Action	10.70	Movie (Hindi)	Hindi	Pay	ZEEL	Pay Across India
Zee Premier	11.98	Movie (Hindi)	Hindi	Pay	ZEEL	Pay Across India

Zee Sports	Discontinued w.e.f. 1 st February 2010	Sports	Hindi and English	-	ZEEL	-
Zee Telugu	11.13	**Regional South – A.P	South (Telegu)	Pay	Zee News Limited	Pay Across India
Zee Kannada	07.98	**Regional South – Karnataka	South (Kannada)	Pay	Zee News Limited	Pay Across India
ETC Punjabi	9.63	**Regional (Punjabi)	Punjabi	Pay	ETC Network	Pay Across India
ETC	3.21	Music (Hindi)	Hindi	Pay	ETC Network	Pay Across India
Zing	5.35	Music (Hindi)	Hindi	Pay	ZEEL	Pay Across India
Zee Jagran	2.14	Religious	Hindi	Pay	ZEEL	Pay Across India
Zee Smile	6.57	General Entertainme nt	Hindi	Pay	ZEEL	Pay Across India
24 Ghante	6.42	**Regional News and Current Affairs Channel	Bengali	Pay	Zee Aakash News Limited	Pay Across India
24 Taas	9.09	**Marathi News	Marathi	Pay	Zee News Limited	Pay Across India
Zee Talkies	16.58	**Marathi Movies	Marathi	Pay	Zee News Limited	Pay Across India
Zee Tamil	FTA	**Primarily a General Entertainme nt Channel With 3 News capsules a day	Tamil	FTA	M/s Zee News Ltd.	FTA
Ten Sports	Discontinued w.e.f. 1 st February 2010	Sports	Hindi and English	-	Taj Television (India) Pvt Ltd	-
Real	13.00	General Entertain ment Channel	Hindi	Pay	M/s Real Global Broadcastin g Pvt. Ltd.	Pay Across India
WB	06.60	General Entertain ment/ Non News & Current Affairs	English	Pay	M/s Turner International India Private Limited.	Pay Across India
Zee 24 Ghantalu	5.60	News & Current Affairs	Telugu	Pay	M/s Zee News Ltd.	Pay across India
Zee News	FTA	News &	Hindi	FTA	M/s Zee	FTA

Uttar Pradesh		Current Affairs			News Ltd.	
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Zee Salaam	15.00	Urdu Non News & Current Affairs	Urdu	Pay	ZEEL	Pay across India
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TARGET AUDIENCE

ZT Channels	Genre	Language	Target Audience (National/Regional)
Zee TV	General Entertainment	Hindi	National
Zee Cinema	Movie Channel	Hindi	National
Cartoon Network	Children Entertainment Channel	Hindi & English, Tamil & Telugu	National
Zee Marathi	*Regional Marathi (GEC)	Marathi	Regional (Maharashtra)
Zee News	News (Hindi)	Hindi	National
Zee Café	General Entertainment (English)	English	National
Zee Studio	Movies (English)	English	National
Zee Bangla	**Bengali GEC	Bengali	Regional (West Bengal)
Zee Punjabi	**Regional Punjabi	Punjabi	Regional (Punjab, Haryana, Chandigarh, Himachal Pradesh)
Zee Trendz	Fashion and Life style	English	National
CNN	News and Current Affairs	English	National

HBO	Movies (English)	English	National
Pogo	Children Entertainment Channel	Hindi and English	National
Zee Business	Business News and Current Affairs (Hindi)	Hindi	National

Zee Classic	Movie (Hindi)	Hindi	National
Zee Action	Movie (Hindi)	Hindi	National
Zee Premier	Movie (Hindi)	Hindi	National

Zee Sports	Sports	Hindi and English	National
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Zee Telugu	**Regional South – A.P	South (Telugu)	Regional (A.P, Tamilnadu, Karnataka)
Zee Kannada	**Regional South – Karnataka	South (Kannada)	Regional (Karnataka)
ETC Punjabi	Regional *(Punjabi)	Punjabi	Regional (Punjab, Haryana, Chandigarh, Himachal Pradesh)
ETC	Music (Hindi)	Hindi	National
Zing	Music (Hindi)	Hindi	National
Zee Jagran	Religious	Hindi	National
Zee Smile	General Entertainment	Hindi	National
24 Ghante	**Regional News and Current Affairs Channel	Bengali	National

24 Taas	**Marathi News	Marathi	Regional (Maharashtra)
Zee Talkies	**Marathi Movies	Marathi	Regional (Maharashtra)

Zee Tamil	**Primarily a General Entertainment Channel With 3 News capsules a day	Tamil	Regional (Tamil Nadu)
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Ten Sports *Discontinued w.e.f.	Sports	English	National
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1 st February 2010			
Real	General Entertainment Channel	Hindi	National
WB	General Entertainment/ Non News & Current Affairs	English	National
Zee 24 Ghantalu	News & Current Affairs	Telugu	Regional (Andhra Pradesh)
Zee News Uttar Pradesh	News & Current Affairs	Hindi	National
Zee Salaam	Urdu Non news & Current Affairs	Urdu	National

Notes:

* The rate card is being furnished under protest, without prejudice and is subject to the orders that maybe made in any proceedings pending or freshly initiated by Zee Turner (ZT) and/or any Broadcaster before any forum inter alia in relation to The Telecommunication (Broadcasting and Cable) Services (Second) Tariff (Eighth Amendment) Order, 2007.

* All Rates are exclusive of taxes and other levies.

* The rates are wholesale rates for MSO/Cable Operators in analogue mode only in non-CAS areas and are not applicable to Hotels and Commercial establishments for which a separate Rate card and separate terms and conditions are applicable.

* The Rate Card does not automatically entitle the existing MSOs/Cable Operators to exercise the option of subscribing to ZT Channels (a-la-carte/bouquet basis).

*The Rate Card is subject to the terms and conditions of the Reference Interconnect Offer (RIO) of ZT.

In addition to the compliance of terms and conditions of RIO of ZT, to subscribe to the ZT Channels (a-la-carte/bouquet basis) the MSO/Cable Operators have to comply with the following preliminary eligibility criteria/conditions:

Providing the Subscriber Statement containing the following details well in advance before commencement of discussions for execution of Agreement:

- § List of cable operators / franchisees affiliated to the MSO/Cable Operators along with their addresses and contact details.
- § The details of the number of subscribers catered to by the cable operators / franchisees connected to the MSO/Cable Operators.
- § The details of the subscribers catered to by the MSO/Cable Operators directly including their addresses and billing details.
- § The list of each location within the area along with the Network overview chart in which cable operators / franchisees affiliated to the MSO/Cable Operators are providing services.
- § MSO/Cable Operators and their affiliates to clear all its present outstanding/dues/arrears.

§ Final Agreement for ZT channels (a-la-carte/bouquet basis) would be executed only after due verification of the SLR as mentioned above and subject to the MSO/Cable Operators fulfilling the requirements specified by ZT, providing information sought for by ZT and complying with the Eligibility Conditions, RIO and other requirements.

** Though the Channels are in regional language, these are viewed all across India.