



Network 18

Dated: 31.03.2022

Client Name : Gallantt Metal
Client Address : Survey No. 175/1, Village - Samakhiyali,
Taluka - Bhachau, Kutch - Gujarat - 370150
Agency : Alliance Nexus
Agency Address : D 8/1 Okhla Industrial Estate II, New Delhi
Brand : Gallantt Steel
Contact Person : Mr. Rajat Bhaskar
Channel : News 18 UP/UK & Gujarat
Deal Period : April '22 - Mar '23
Total Outlay :

Dear Sir

This is in reference to our discussion regarding Deal for the Campaign of FCT, please find below the proposal for the same.

Dispersion to be followed for this deal and addendum thereof:

NEWS18 UPUK+ GUJARAT						
ELEMENT	TIME BAND	CHANNEL	DEAL PERIOD	RATE - PTS	TOTAL FCT per Channel	ANNUAL DEAL AMOUNT
FCT	0700-2300 Hrs.	NEWS UPUK	365 DAYS		108000 secs.	
FCT	0700-2300 Hrs.	NEWS GUJRAT	365 DAYS		108000 secs.	

Total Outlay: 4752000/- NET + GST.

➤ Value Addition: -

1. ASSP on News18 UP/UK: 2 programs per month (1900 - 2100 hrs.) + 120 Aston Bands in Prime Time/month.
2. ASSP on News18 Gujarat: 2 programs per month (1900 - 2100 hrs.) + 120 Aston Bands in Prime Time/month.

D. Mishra
TV18 BROADCAST LIMITED
101-104, Kailash Complex
10, Ram Park Marg
Lucknow-226001 (U.P.)

Dilip Mishra
News 18 Network
9450966699

Authorized Signatory

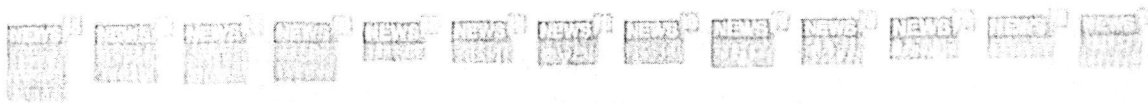
Gallantt Metal



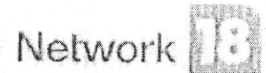
Corporate Office: Ram Park Marg, Lucknow-226001, India. Tel: 0522-2260011 Fax: 0522-2260012

Registered Office: J. P. Nagar, Bhopal-462013, India. Tel: 0672-2260011 Fax: 0672-2260012

CIN: U54704UP1999PTC011771



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TERMS AND CONDITIONS FOR DEALS

The Deal for advertisement will be duly signed by the Advertising Agency/Advertiser and the Broadcaster and the same should be treated as a contract binding on the parties and the terms and conditions mentioned herein will be considered as the final document of understanding and no other document/s will be taken into consideration to form a part of this Deal.	
1	All rates will be for duration of 10 seconds and rates for the spot(s) will be in INR or any other currency (as the case may be)
2	The Deal will be for a total value of INR /- for the Deal period of 01 APRIL 2022 to 31 MARCH 2023 and if the same is not confirmed by Dt 30 th APRIL 2022 rights to revalidate or renegotiate will be with the Broadcaster.
3	Airing of this Deal is restricted within the territory of India only (spill over exempted) Spill overs should not be considered as any kind of sale under this Deal.
4	Govt. Taxes and/or all other duties / levies and/or any Cess, including but not limited to stamp duty as applicable from time to time, over and above the deal value shall be borne and paid by the advertising agency / advertiser.
5	Utilization of Deal deliverables on a channel has to be completed within the Deal period
6	Advertising Agency/Advertiser shall not have the right to either re-negotiate or terminate this Deal.
7	As per norm we are not providing the TC of Non TVC categories but in special case on request we will provide you details on company letter pad only.
8	Complete Release Orders (RO) with all relevant details e.g. Comm. I.D etc. filled in must be received by the Broadcaster 4 (Four) days prior to the first date of telecast. Advertising Agency/Advertiser will ensure to deliver all related materials along with the aforesaid
9	Authorized Advertising Agency/ Advertiser on record, must issue Release Orders duly signed and stamped, for their spot/sponsorship bookings to the Broadcaster
10	Release Orders received by Electronic mails from official ids will be treated as final and will be considered as "Binding Release Order".
11	Re-schedules will be accepted by the Broadcaster only if the said request is received by the Broadcaster 4 (Four) working days prior of the scheduled telecast of the spot and cancellations, if any will require 7 (Seven) working days' notice. Any cancellations raised in a month the Authorized Advertising Agency / Advertiser will ensure "make good" for the same within the same calendar month.
12	The Deal is non-cancelable and non-negotiable.
13	For impact properties and sponsorship Deals, the advertiser has to consume the committed seconds on the said property. No banking of committed seconds will be allowed.
14	Sponsorship are subject to availability. Sponsorship does not entitle for any specific positioning of the spots (if any) in breaks nor any specific positioning of the sponsor in the tag.

Corporate Office: 101-104, Kalbadevi, Mumbai-400 025. Tel: 9448143899 Fax: 022-67252150

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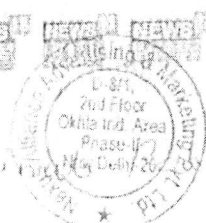
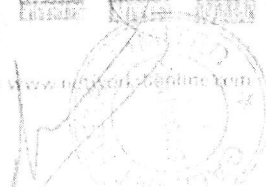
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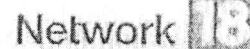
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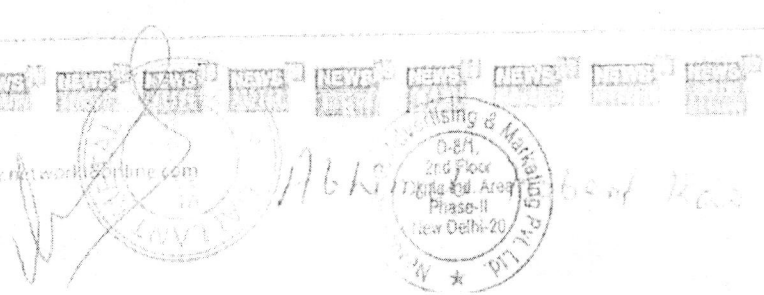




15	Duration of sponsorship tag is subject to change at the discretion of the Broadcaster and does not form the part of any committed Deal.
16	All sponsorship are valid for the current season that features within the Deal period of the property only, any repeat telecast post the Deal period may / may not carry the sponsor logo.
17	The Broadcaster does not offer any product/category exclusivity. The commercial schedules are subject to change in case of live coverage/ special events etc. Positioning of spots will be at the sole discretion of the Broadcaster.
18	The Broadcaster shall have the right to drop/delay/reschedule the broadcast of any advertisement due to any editorial requirements including but not limited to breaking news events, coverage of important events etc. despite agreeing to any special conditions (including placement of advertisements in the same commercial breaks/running of two simultaneous broadcasts of the same advertisement etc. stipulated in the Release Order and the same will not be disputed by the advertiser
19	Telecast Certificate's will not be issued for ANY kind of NON-FCT components and the Advertising Agency/Advertiser shall accept the same.
20	Advertising Agency/Advertiser will ensure that all the Commercial will be complied with the Standards & Practices clearance and technical checks.
21	Broadcaster will raise bills (in duplicate) on the Advertising Agency for an Advertiser and arrange to send the same to the Advertising Agency for onward delivery to the respective Advertiser.
22	Broadcaster will be sending electronic Bills to the Advertising Agency for the advertisement telecast on the channel through an Email sent to the authorized email ID of the Advertising Agency/Advertiser as officially communicated in writing or as mentioned in the Deal. Such Electronic delivery of the bills shall be considered as valid delivery of the bills and would be binding on the Parties.
23	Payment Terms : As per the System or Approval
24	AAA Agencies - All bills are payable as per the prevailing IBF guidelines.
25	Non-AAA Agencies - All bills are payable as per the prevailing IBF guidelines.
26	Payment terms may vary depending on the IBF categorization.
27	All payments will be made against the Bills in Indian Rupees and will be paid to the Broadcaster Directly or to their Agent in India, as the case may be.
28	Bills shall duly be raised on monthly basis for all activities like events, specials, FCT, Non FCT etc. Payment for the same has to be made whenever the bill gets due, unless it is in advance. Bills will need to be cleared irrespective of the fct, paid or bonus is consumed. Any FCT not consumed before the Deal period will lapse. The broadcaster will not be liable for any refund in case of any pre billing.

Drishya
 Registered Office: 101-104, Kailash Complex, 10, Rana Pratap Marg, Lower Panel, Mumbai-400013, Maharashtra, India. Tel: 022-41456999, Fax: 022-41456998
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27	Bills submitted by the Broadcaster to the Advertising Agency/ Advertiser are to be considered as the final proof of telecast of spots.
28	The fee/consideration mentioned in this contract is excluding Applicable Taxes, which shall be charged separately as per the applicable rates. Please note that the Broadcaster undertakes the responsibility for payment of taxes and in no situation taxes shall be payable by the service recipient under reverse charge, unless the contract specifically provides otherwise. The Broadcaster shall charge the tax on its bill, collect the same from the service recipient and deposit such tax with the Government Authorities.
29	All bills overdue for more than 30 days will attract interest @ 2% per month and the same will not be disputed by Advertising Agency/Advertiser
30	All the disputes and differences arising between the parties hereto, including any dispute or difference in regard to this Deal will have the jurisdiction in India and the applicable laws will be Indian Laws.
31	Advertising Agency/Advertiser will ensure that the content/commercial submitted is/are not obscene or blasphemous or defamatory of any event and/or person deceased or alive and will be as per the guidelines Advertising Standards Council of India and such other Indian laws and the responsibility of the same will be borne by Advertising Agency/Advertiser and not Broadcaster
32	Advertising Agency/Advertiser agrees to indemnify and keep safe the Broadcaster from and against all and/or any claims, costs, and proceedings, by any other person, party, company or organization. Advertising Agency/Advertiser shall also hold the Broadcaster harmless against any form of legal proceedings that might for any reason in respect of this Deal
33	The Advertising Agency/ Advertiser agrees to abide by all the rules and regulations, directions, notifications, orders, awards, etc. laid down by any government, semi government, local bodies, authorities etc.
34	The Release Order will be referred exclusively for the purpose of scheduling of spots only, other than that no other instructions information will be accepted.

Corporate Office: Bandra Film City, Hyderabad 501012. Tel: 040-61656959, Fax: 040-67252150

Registered Office: 1st Floor, Empire Complex, 414, Ground Floor, Mahatma, Lower Panel, Bandra-400013, Maharashtra, India. Tel: 022-43210000, Fax: 022-43210013

CIN: U63000MH1998PTC011174

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