

Introduction of Data STVs bundled with Mobile TV Pack, w.e.f 17/08/2017, in Tami Nadu LSA (including CHTD), under GSM prepaid mobile services, with the features & terms as detailed below :-

SI No.	Vendor	MRP of Prepaid bundled Data STV (in Rs.)	STV Value	Content Value	Vendor's Share (in Rs.)	Freebies offered	Validity of STV in Calendar Days
1	M/s P K Online	378	333	45	16.1875	Unlimited DATA with FUP. (FUP: 3GB/day with no speed restriction and thereafter speed reduced to 80kbps )	56
2	M/s SITI Networks Limited	393	333	60	21.25		
3	M/s Digivive	373	333	40	14		

Note:

(i) Distribution w.r.t. STV Value 333 would remain same as being given on STV 333 without above bundling offer. However, OTF applicable on STV 333 without bundling will not be applicable on these bundled STVs.

(ii) Retail chain share and M/s Pyro share would be as per existing VAS Retail policy for content value of Rs.45, Rs. 60 and Rs. 40 respectively.

(iii) OTF of Rs. 7, Rs. 10 and Rs. 7 for M/s P.K. online, M/s SITI Networks and M/s Digivive respectively will be given to Retailers.

The Activation of the STV can be done through C-Top-Up and Web Portal.