ORDER NO. 8000142043 Issued Date Mon, 7 Apr, 2025

NIQ

SUPPLIER Market Xcel Data Matrix Pvt Ltd Contact

17, Okhla Industrial Estate Phase 3 New Delhi 30 110020 India Phone: +91 911142343560

Vendor Tax ID 07AAECM5086D1ZI

Vendor TIN Number

DELIVERY ADDRESS

We Work NESCO, North Wing, 4th Floor Office # 102 Goregaon East, Mumbai 13 400063 India Vendor BIN Number Vendor TIN Address Vendor BIN Address

Comments

BILL TO

NielsenIQ (India) Pvt Ltd We Work NESCO, North Wing, 4th Floor Office # 102 Goregaon East, Mumbai 13 400063 India

Payment Terms Net 30 days - from entry date NielsenIQ Tax ID 27AAACM9279L1ZS

Line Item Details (1 Line Item)

No	Need-by Date	Supplier Part Number	Quantity	Description	Price	Amount	Discount
1	Mon, 24 Mar, 2025		1.00	DSLR Purchase Journey-MX	157,625.00 INR	157,625.00 INR	
	Unit of Measure Each Full Description DSLF CPI-325 SS-185 XA.0000004.739	R Purchase Journey-MX					
	Delivery Contact Pers	on Saikumar C Chellam					

TOTAL AMOUNT 157,625.00 INR

Terms and Conditions

1) This PO is legally valid even without signature.

2) Vendor invoice / delivery note must state NielsenIQ's PO reference number. NielsenIQ may reject any invoice submission without a valid PO number.

3) The NielsenIQ Purchase Order terms and conditions govern the terms of this order. (https://nielseniq.com/global/en/legal/purchaseorder-terms-and-conditions/)

4) If supplier and NielsenIQ (or any of its affiliates) have entered into a separate contract covering this order, such contract terms and conditions will prevail.

NOTE:

i) Taxes will be applicable as per regulations

ii) With-holding Tax will be applicable as per regulations

Invoicing Terms And Conditions of Purchase

To submit invoice in ARIBA please follow this guideline (https://support.ariba.com/Adapt/Ariba_Network_Supplier_Training/#/id /61ba0576dd5c4ccbf26bda61). Please send original invoice to NielsenIQ Legal entity name and address shown above