ORDER NO. 8000152738 Issued Date Tue, 22 Apr, 2025



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

11th Floor, Tower A,TRIL Commercial Centre,(�Intellion Edge�), Sector-72, Gurugram, Gurgaon 7 122101 India Vendor BIN Number Vendor TIN Address Vendor BIN Address

Comments

TOTAL AMOUNT 9,000,000.00 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

Line Item Details (1 Line Item)

N	lo. Need-by Date	Supplier Part Number	Quantity	Description	Price	Amount	Discount
1			1.00	Data Collection_April'25_FW	9,000,000.00 INR	9,000,000.00 INR	
	•	Each Data Collection_April'25 t Person Bhaskar Kol					

BILL TO GfK Nielsen India Pvt Ltd 11th Floor, Tower A,TRIL Commercial Centre,(�Intellion Edge�), Sector-72, Gurugram, Gurgaon 7 122101 India

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