



CREDIT NOTE ISSUANCE POLICY FOR ADVERTISERS

1. **OBJECTIVE:**

- 1.1 This policy is for the facilitation of timely adjustments against disputes and receivables in order to develop a cordial and long term relationship with clients/agency.
- 1.2 To provide guidelines to the advertisers (client/agency) in order to lodge the claim for Credit Note issuance.

2. **REASON FOR CREDIT NOTE:**

Following are the post billing disputes against which credit note is issued to the client / agency:

2.1 **Excess billing adjustments/ Error in invoices:**

- 2.1.1 Unscheduled airing (Date, Time, Positioning etc)
- 2.1.2 Duplicate airing
- 2.1.3 Faulty airing
- 2.1.4 Difference in rates
- 2.1.5 Billing against spots cancelled as per company business Terms & Conditions.
- 2.1.6 Under execution of deals

3. **LODGING OF CLAIMS:**

- 3.1 A claim can be lodged electronically (through Fax 92-21-2213284 or email) at **drd@geo.tv** or via “Agency Claim Form” attached as Annexure-A submitted at Dispute Resolution Desk/ Finance Department indicating the relevant entity as per clause no.6, within **20 days** from the INVOICE RECEIVING DATE otherwise the claim shall be deemed as void.
- 3.2 In order the claim to be processed under this policy, hardcopy of all mandatory documents / proofs / evidences should be provided to DRD (as per details in policy clause no.3.4) along with agency claim form.
- 3.3 All the claims received at Dispute Resolution Desk(DRD) clause no.7 of the Finance Department should include following:
 - 3.3.1 Agency Claim Form or Claim Request Letter (on agency/client letter-head) including all informative documents as indicated in the “Agency Claim Form” , duly signed and stamped by the authorized person of client/agency
 - 3.3.2 Copy of Invoice - which carries dispute (original invoices need not to be received)
 - 3.3.3 Evidence of claim (supporting documents for claim are mentioned in Clause no.3.4)
Agency is responsible to provide Debt Note from the client otherwise GEO has the rights to debit the amount against the Credit Note issued to the client.) In case of unavailability of Debt Note, GEO shall contact the client directly for obtaining the same. (As per Sales Tax Rules, 2006 Chapters III & IV.)
- 3.4 Each claim should be supported with following documents depending upon the nature of dispute:
 - 3.4.1 Copy of Release Order – duly acknowledged by Geo TV Network
 - 3.4.2 Tracking report
Only following Monitoring / Tracking agencies are approved by Geo TV Network.
 - a) R-Track
 - b) Gallup / BRB- Ad-track
 - c) Media Bank
 - d) Media Track
 - 3.4.3 Copy of Transmission Certificate
 - 3.4.4 Copy of Valid Deal / Agreement /MOU
 - 3.4.5 Duplicate Invoice (if any) (Copy of both the invoices in case where a single RO /SPOT is posted twice by GEO TV NETWORK and one additional bill is raised or issued and billed twice)
 - 3.4.6 Cancellation Letter /Request (if any) This must carry GEO TV NETWORK Traffic Desk(CTS) Receiving Stamp and acknowledgment with date and time of the



CREDIT NOTE ISSUANCE POLICY FOR ADVERTISERS

receipt of such cancellation.(Cancellation letter must be received within the timelines set for cancellation as per Geo TV Network standard terms & conditions).

4 **CLAIM PROCESSING:**

- 4.1 If dispute is received electronically (at drd@geo.tv), GEO DRD will send a reply that “*The claim has been received by GEO TV NETWORK and processing shall be started on the availability of all physical (hardcopy) documents in support of claim. Please provide all necessary documents along with agency claim form.*”
- 4.2 In absence of incomplete supporting documents the lodged claim can not be processed by GEO Finance Department.
- 4.3 In case of Rejection of dispute Claim, if the agency / client desire to have a meeting with GEO DRD - Finance Department Team then they are advised to contact within 7 days of receipt of claim regret letter, meeting shall be attended by Sales Executive, DRD Executive, Marketing Operation Executive and Recovery Executive from Geo TV Network
- 4.4 Only on receipt of all mandatory documents and evidences, DRD will send the acknowledgement email or letter that “*Your claim has been registered and you will receive the response within 15 working days*”.
- 4.5 The dispute resolving time i.e. **15 working** days will be started on the receipt of all supporting documents at Geo DRD - Finance Department.
- 4.6 If the claim is not justified then the GEO DRD will send intimation with reasons and evidences to relevant sales executive / recovery officer and marketing operations within 15 working days of receipt completed claim. The regret letter shall be sent by the relevant sales executive to the agency /client with in 2 working days of receipt of intimation from DRD.

6. **The claim should be raised to the relevant legal entity as follows:**

- 6.1 Independent Media Corporation Pvt. Limited – (IMC) for Geo News & Geo Entertainment.
- 6.2 Independent Music Group SMC Pvt. Limited - (IMG) for Geo Super.
- 6.3 Independent Newspaper Corporation Pvt. Limited Production House – (INCL) for Aag TV.

7. **Evidences and hard copies a company claim shall be received at the address indicated below for any query please contact the following:**

Person	Contact Information
Mr. Riaz Azhar Manager Credit Finance Department	Direct: 021- 2271205
	Cell: 0302-8274361
	Email: riaz.azhar@geo.tv
Dispute Resolution Desk Finance Department Geo TV Network	UAN: + 92 21 111-436-111; Ext: 6240
	Direct: 021-2271205
	Email: drd@geo.tv
	Fax: 92-21 - 221 3284
Please submit your claim at:	Dispute Resolution Desk , Finance Department, 5 th Floor, Jang Press Building , I.I Chundrigar Road, Karachi or drd@geo.tv



8. HOW DOES IT EFFECTS BD POLICY:

- 1- Correct/Genuine claims history of an agency will get due credit in the calculations of quarterly bulk discount and all the relevant disputed amounts pending for resolution will form part of the business placed for the calculations of BD.
- 2- On the contrary incorrect / false claim history of an agency may result in deductions from the amount of business placed during a quarter / relevant period for the purpose of calculating the bulk discount.

9. REPEAL AND AMENDMENT:

Geo TV Network reserves the right to make changes in the policy without any prior intimation.

Please tick any one

<input type="checkbox"/>	IMC (Independent Media Corporation) for Geo News & Geo Entertainment
<input type="checkbox"/>	IMG (Independent Music Group) for Geo Super
<input type="checkbox"/>	INCL (Independent Newspaper Corporation Limited) – Production House for Aag Tv

Agency Claim Form

Annexure A

Agency	:	Invoice #	:
Client (Mandatory)	:	Invoice Date	:
Agency RO Ref #	:	Invoice Amount	:
Client RO Ref #	: (Optional)	Claim Amount	:

Claim Reason :

..... (Use separate sheet if required)

Please tick the appropriate box and fill in the required fields:

REASON FOR CLAIM	DOCUMENTS TO BE ATTACHED
<input type="checkbox"/> Unscheduled Airing – Please highlight the wrong spots in the TC. - TC Ref & Date _____ - Total Unscheduled / Additional spots _____ - No order was placed for the insertion appeared on Date : / / 200	- Copy of Release order duly stamped by GEO. - Tracking Report. - Transmission Certificate (TC)
<input type="checkbox"/> Duplicate Airing – Please highlight the duplicate spots in the TC. - TC Ref & Date _____	- Copy of duplicate RO. - Copy of duplicate Invoice.
<input type="checkbox"/> Faulty Airing Please highlight the faulty spots in the TC. - Total Faulty spots (Audio / Video error) _____ - Incorrect TVC / Caption appeared on Date : / / 200	- Copy of Release order duly stamped by GEO along with Tracking Report. - Video Evidence.
<input type="checkbox"/> Difference in Rates - Billed at _____ per minute - Agreed at _____ per minute - Deal / Contract Ref # _____	- Computation / Working. - Agreement / Deal.
<input type="checkbox"/> Cancellation of Spots - RO # _____ RO Date _____ - Cancellation Letter Ref / Date _____ - Cancellation Letter Receiving Date & Time _____	- Copy of Primary Release Order. - Copy of Revised Release Order. - Cancellation duly stamped by GEO.
<input type="checkbox"/> As per Annual Contract / Agreement <input type="checkbox"/> For Earlier Payment Discount <input type="checkbox"/> For Advance Cash Discount	- Deal / Agreement - Computation of Discount. - Formal letter for the settlement. - Payment details.
<input type="checkbox"/> As per Annual Contract / Agreement For Bulk Discount	- Bulk Discount Offer Letter - Computation for Bulk Discount. - Deal / Agreement / Barter Deal - Copy of ROs duly marked against Bulk Discount. - List of Invoices against Bulk Discount. - Formal agency letter for settlement.
<input type="checkbox"/> As per Annual Contract / Agreement For Barter	- Barter Deal / Agreement - Copy of ROs duly marked against Barter. - Client's Original Invoice for Barter. - Knockoff.

Client mentioned above has agreed to issue Debit Note within 7 days of receipt of Credit Note.

ADVERTISING AGENCY / CLIENT

..... Authorized Signatory Name Designation Date & Time
-------------------------------	---------------	----------------------	----------------------

FOR OFFICE USE ONLY

..... Authorized Person Receiving Name & signature Designation Date & Time
--	----------------------	----------------------