

Part A

Category 16 Shops & Stores

1. This Tariff is for the public performance of sound recording as ambient music by the way of background within Shops, Stores, Showrooms, Food marts, Hyper Marts, Automobile showrooms, Departmental stores, and all such other premises of such nature either for the staff members, patrons, customers or the general public.

Category B1: Tariff for Indian Brands Stores

2. License fee shall be calculated at the following base rates

B1	Indian Brand Stores	
	Area in Sq. Ft.	Annual Fee per outlet (Rs.)
	Upto 200	6,300/-
	201 - 500	6,300/- Plus Rs. 13 per Sq. Ft. for every Sq. Ft. more than 200
	501 - 1000	10,200/- Plus Rs. 11 per Sq. Ft. for every Sq. Ft. more than 500
	1001 - 5000	15,700/- Plus Rs. 10 per Sq. Ft. for every Sq. Ft. more than 1000
	More than 5000	55,700/- Plus Rs. 8 per Sq. Ft. for every Sq. Ft. more than 5000

Category B3: Tariff for Transnational Brands Stores

3. License fee shall be calculated at the following base rates

B3	Transnational Brand Stores	
	Area in Sq. Ft.	Annual Fee per outlet (Rs.)
	Upto 200	12,600
	201 - 500	12,600/- Plus Rs. 25 per Sq. Ft. for every Sq. Ft. more than 200
	501 - 1000	20,100/- Plus Rs. 20 per Sq. Ft. for every Sq. Ft. more than 500
	1001 - 5000	30,100/- Plus Rs. 18 per Sq. Ft. for every Sq. Ft. more than 1000
	More than 5000	102,100/- Plus Rs. 16 per Sq. Ft. for every Sq. Ft. more than 5000

16 B4 - "Super Luxury Brands" shall mean global or domestic brands positioned and priced at the ultra-premium segment, targeting high-net-worth clientele, operating in boutique formats, or listed in global or national luxury brand indices. **Such brands shall be charged a background music license fee at a rate of 5x the applicable transnational brand tariff, in view of their exclusive reliance on curated music to enhance their retail identity and customer experience.**

Guidelines followed to decide Super Luxury Brand:

1. Listed in Global Luxury Rankings

Brands included in rankings such as Interbrand Best Global Brands (Luxury category), Forbes, or Luxury Institute.

2. Boutique Format

Stores with low SKU density, personal concierge shopping, and invite-only launches.

3. Retail Locations

Presence limited to high-end malls (e.g., DLF Emporio, Palladium), luxury hotels, or elite standalone locations.

4. Brand Examples (non-exhaustive list):

Louis Vuitton, Chanel, Gucci, Prada, Dior, Rolex, Tiffany & Co., Apple (flagship only), Balenciaga, Burberry, Hermes etc

5. Publicly Declared Brand Positioning

Brands that market themselves as luxury/exclusive in their global or Indian communications.

Justification for the Tariff

1. Brand Leverage of Music as Premium Experience

These brands use curated, high-quality background music to enhance their brand aura and customer immersion. Music plays a direct role in elevating perceived brand value.

2. Exclusivity & Footfall Per Capita Value

Unlike regular retail stores, super luxury outlets earn exponentially higher revenue per customer, making music licensing a proportionately lower operational cost.

3. High Production Value in Retail Environments

o These brands invest in art-directed retail design, light & sound experiences, and curated playlists - implying music is integral to their brand storytelling.

4. Content Exclusivity

o PPL controls lion shar of all premium global English repertoire (Universal, Sony, Warner, etc.), which these brands use almost exclusively and premium Indian repertoire

4. Brand Details:

4.1 Transnational Brands shall mean brands, which are originated outside India. Products under these brands are sold in more than 1 country. They can be using a central control structure to manage all operating units as an integrated global company.

4.2 Indian Brands shall mean Brands which are originated from India.

4.3 If a brand is originated outside India and is licensed/bought by an Indian Brand / Company, then Transnational Brand Tariff shall be applicable.

4.4 In case of stores selling both Indian & Transnational Brands, the tariff applicable for transnational will be applicable.

5. The different parts or areas of the licensed premises may require distinct recorded music selections to maintain appropriate ambiance and cater to the specific needs of each area. For each area within the licensed premises where different recorded music selections are played, a separate Licence need to be obtained.

6. The total license fee shall be the fees calculated at base rates along with the additional fees if any as above or 5% of the total revenue earned by the Licensee in the previous financial year, (as evidenced by audited financial documents) whichever is maximum. In the event, the establishment was functional only part of previous year, the amount as% of revenue shall be calculated on best judgment of revenue by licensee with option to PPL to recover differential.

7. Due to a significant increase in membership and content, with PPL now managing over 7 million+ sound recordings (a 100% increase in the past four years), an adjustment in tariffs was found necessary. The revised fees ensure fair compensation for the expanded repertoire, while still offering very reasonable rates for access to PPL's vast and diverse music library.

8. The revised tariffs are partially designed to support PPL's members in fulfilling their financial obligations to ISAMRA ensuring that PPL's members can continue to pay ISAMRA for Performers' Rights, thereby preventing any additional fees or legal actions against PPL's licensees by ISAMRA. This tariff adjustment is solely for the financial support of PPL's members and does not constitute a charge for the exploitation of ISAMRA's rights.

9. General Terms

9.1 This tariff category is subject to the general rules and guidelines set forth in the Preamble of the Tariff Scheme, which must be followed meticulously. The licensee is advised to carefully review the Preamble and ensure compliance with its provisions at all times while availing the rates prescribed under this tariff category.

9.2 This Tariff applies to the Public Performance of Music at the premises either for staff members or for general public by any mechanical or electronic device, including radio, television (for playing standalone sound recordings), record/CD/tape players and digital music service by way of Background Music.

9.3 The above tariff is for Background Music only. A Background Licence is not valid for any Event (e.g. Shows, promotions, product launches, fashion shows, DJ parties, New Year Events etc.). For all events / shows organized in the said category a separate Event Licence has to be obtained. For Events Licence refer Event Categories.

9.4 The above tariff is based on the declarations made by Licensees about the usage of the copyrighted sound recordings controlled by PPL India. These declarations have been adopted in good faith which if found incorrect, shall invite recovery of additional fees towards damages.

9.5 Non-Compliant Licensees who seek to regularize past infringements/violations/breach of PPL India's rights and licenses (including noncompliance with agreements, usage without clearance, litigations etc.) additional fees towards damages over the existing Tariff shall be applied at the discretion of the company

10. The above Tariff comes into force from 01st April, 2025.