



HIGHLIGHTS FOR THE QUARTER ENDED 31 DECEMBER 2011

NDTV REPORTS OPERATING PROFITS

- ◆ NDTV News operations (standalone) reports EBIDTA of Rs 8.7 crore
- ◆ NDTV group (consolidated) reports EBIDTA of Rs 2.9 crore.
- ◆ NDTV consolidated income rose to Rs 126 crore from Rs 115 crore in the same quarter last year, an increase of 10%.
- ◆ De-risking: Significant growth in new revenue streams resulting in lower dependence on FCT ad revenues
- ◆ Expenses have been retained at similar levels as during the preceding quarter
- ◆ Sharp growth in NDTV's Internet, lifestyle and consultancy businesses

International dominance strengthened – NDTV now available on Dish Network (Echostar), USA and Virgin Media, UK.

NDTV 24x7 and NDTV Good Times were launched on Dish Network (Echostar), the **largest platform for ethnic channels in the USA**. NDTV 24x7 is the **first Indian channel to be available in the Dish Network's International Base Pack**. In addition, NDTV 24x7 is also available on the Hindi Mega Pack and the English News Pack. NDTV Good Times is available on the Hindi Mega Pack and the Masti Pack. NDTV 24x7 is estimated to reach over 175,000 households (approx. 700,000 viewers), while NDTV Good Times estimated to reach over 90,000 households (approx. 360,000 viewers).

NDTV 24x7 has made history by becoming the **first news channel from Asia (not just India) to launch on Virgin Media** in the UK in their Base Pack, reaching over an estimated 3 million households.

NDTV channels are now available in over 74 countries, reaching over 18 million homes outside India, making it one of the most widely distributed Indian TV networks.



NDTV Good Times at number 1

NDTV Good Times, the flagship channel of NDTV Lifestyle, continued to remain the number 1 lifestyle channel in India. Advertising revenue increased by 25%, vis-à-vis the same quarter last year. During the quarter, NDTV Good Times held two high-visibility events – The Royal Reservation Event and The Food Awards - aimed at deepening its relationship with both, viewers and advertisers.

"ndtv.com – the largest local General News destination in India” – ComScore, Nov 2011

Revenue of NDTV Convergence, which operates the Internet and mobile business of the group, grew by 64% over the same quarter last year. ndtv.com has recorded 1.6 billion page views from April 2011 – January 2012. It continues to be the largest TV website with more than 1.5 billion minutes of video views, during the same period.

NDTV has established itself as ***the market leader, in India, in news apps***. NDTV was awarded the 'Best Tablet App (Silver)' at the Asia Digital Media Awards for 2011. The NDTV news app and the NDTV Good Times app was launched as a marquee partner on the Windows phone 7 platform.

During the quarter, the all-new www.ndtvprofit.com site was launched. The Hindi portal was also re-launched, resulting in a significant jump in page views. NDTV video alerts were launched on two of the largest mobile service providers: Airtel and Vodafone.

NDTV Worldwide exhibits a sharp growth in revenue

Revenue grew by 45% over the same quarter last year. NDTV Worldwide continues to strengthen its client base every quarter.

For further information, please contact:

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