



NDTV HIGHLIGHTS FOR THE QUARTER ENDED 30 JUNE 2013

NDTV REPORTS IMPROVED OPERATIONAL PERFORMANCE DURING THE QUARTER

- Net distribution income turns positive for NDTV group (consolidated) and NDTV news
- Operating losses reduced to Rs12crore in Q1, which is seasonally the worst quarter of the year
- Net losses reduce from Rs 26 crore to Rs 24 crore on a YOY basis
- This quarter has seen one-time expenses related to NDTV Profit restructuring, and the launch of IndianRoots, an ecommerce initiative
- This quarter has also seen timing issues, such as the postponement of key TV projects to later in the year
- Adjusting for the above, operational performance has registered a significant improvement

SEASONAL FACTORS AT PLAY

Traditionally, the April to June quarter is seasonally unfavourable for the media industry. This has been exacerbated by the economic downturn.

Further, some of the benefits of Phase I and Phase II Digitization – substantial reduction in carriage fees and significant increase in subscription revenues –are yet to fully accrue.

NEW DEVELOPMENT: RE-LAUNCH OF NDTV PROFIT

Plans are underway to re-launch NDTV Profit.

Phase I of restructuring process is complete with the channel moving from Mumbai to Delhi. The shift is aimed at enhancing group synergies and containing expenses. After programming changes, Profit is already seeing higher viewership, and a 43% increase in revenue.

Phase II will see the channel continue to remain a business channel, during the day time. However, in the evening, it will transform into a completely new channel. The new channel is expected to launch within the next few months.

Speaking on the plans, Vikram Chandra, Group CEO, NDTV said, "We are excited at the imminent re-launch of NDTV Profit. We are working on a unique concept. A business channel only attracts viewership in the day, when the markets are open. The relaunched channel will cover markets during the day, and high viewership programming in the evening. This enables us to tap into two prime-time bands".



NEW DEVELOPMENT: LAUNCH OF INDIAN ROOTS

NDTV launched www.indianroots.com, an e-commerce venture offering premium Indian ethnic brands, designs and creations to Indians across the globe. A wide array of products are available on the site, ranging from ethnic wear to bags to work accessories, from renowned designers including Raw Mango, Anita Dongre, Malini Ramani, Meera and Muzaffar Ali, etc.

The beta site has gone live and has been receiving healthy traction.

NDTV SETS RECORDS IN SOCIAL MEDIA AND ONLINE PRESENCE

NDTV is the first Indian company to have 1 million followers on Twitter.

Revenue of NDTV Convergence, which operates the Internet and mobile business of the group, grew by 55% over the same quarter last year. NDTV Convergence reaffirmed its leadership in apps and www.ndtv.com remains India's leading news website.

NDTV CHANNELS CONTINUE TO DELIVER CUTTING EDGE CONTENT

NDTV channels continue to be home to India's leading anchors and journalists – in the English and Hindi news genre. NDTV news channels are respected for their credibility. Ravish Kumar was conferred with the 'Journalist of the Year – Broadcast' award at the Ramnath Goenka Awards for Excellence in Journalism.

NDTV Good Times, a pioneer in India's lifestyle genre, received recognition at the Indian Telly Awards.

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