



NDTV INKS DISTRIBUTION DEAL WITH ITV TO LAUNCH GRANADA TV ACROSS INDIA & SOUTH ASIA.

New Delhi, October 30, 2008: Bringing never before seen programs to the region, NDTV announced that it has inked an exclusive distribution deal with ITV's brand new general entertainment channel - Granada TV. ITV, is UK's largest and most successful commercial media company.

This partnership will now offer Indian viewers hit contemporary dramas such as the award-winning *Prime Suspect*, cool comedy, cutting-edge reality and the best in star-studded talk and entertainment shows such as *The Jeremy Kyle Show*, *The Friday Night Project*, *Ballroom Bootcamp*, *Airline*, and *Vroom Vroom*.

Peter Iacono, President & Managing Director, ITV Global Entertainment, said: "With over 50 years of experience as the UK's number one commercial television network, we are tapping into our unique catalogue of quality content and commercial skills as a broadcaster to bring this new must-see channel to Asia."

"Granada TV is a large-scale, serious undertaking offering compelling love stories, drama, gripping mysteries and exciting light entertainment -- that's what everyone will love and tune-in to. It's about family; it's about lifestyle; it's just plain and simple good TV," **added Iacono.**

"NDTV is very pleased to be partnering with ITV and we look forward to launching the channel across all digital platforms," **said Rahul Sood, Head of Network Distribution & Affiliate Sales, NDTV.** "There is an untapped potential for quality niche channels in the Indian market and Granada TV, with its strong content line-up, will fill this gap. NDTV has always been a source for great content & launching Granada TV is another step in that direction".

"The region is ripe for the launch of a channel which brings high quality, commercially successful TV hits in a contemporary format; and initial feedback from pay TV operators has been very positive," **said James Ross, Regional Director for ITV Global Entertainment in Asia.** "With ITV's ongoing commitment to creating new content, Granada TV will bring discerning viewers in Asia a continuous offering of fresh, world-class entertainment," **Ross concluded.**

Initially, the channel will be broadcast in English, with local subtitles to be available in launch markets. Granada TV has been available on a limited preview basis in Asia since 23 June and will continue to be broadcast via ABS-1, operated by Asia Broadcast Satellite.

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Notes to Editors:

About ITV Global Entertainment

ITV Global Entertainment Ltd is one of the World's leading Merchandising & Licensing, Home Entertainment, Publishing, International Television Distribution and International Television Network businesses.

About NDTV:

NDTV Ltd, founded in 1988, is India's largest news and infotainment network. It is home to the country's best talent with 23 offices and studios across the country & overseas. NDTV has an unmatched track record of launching the most successful news channels in India and 3 channels in the international market & is credited with pioneering several broadcasting and programming initiatives in Indian television setting award winning benchmarks in reporting and production. The group has now expanded into one of the nation's biggest broadcasting houses by growing beyond news into Entertainment and Lifestyle Broadcasting, Media Process Outsourcing and Convergence.