



NDTV appoints Rajiv Lulla as CEO, NDTV MetroNation

New Delhi, July 30, 2007: NDTV, India's leading television network, today announced the appointment of Rajiv Lulla to head the group's city channel network, NDTV MetroNation. The first city specific channel for Delhi and NCR has been on air since September 2007 with more launches planned for the year ahead.

In this capacity, Rajiv will drive the business of the division, leading its growth and management. Rajiv brings with him an abundance of solid talent and experience. He has a strong record of success defining strategy and implementing vision in the broadcast industry. Prior to his appointment at NDTV MetroNation, Rajiv was the Senior Vice President with Nexstar Broadcasting Group, Texas.

In his role as CEO of NDTV MetroNation, Rajiv says" NDTV Metronation's leadership has put together an impressive team of professionals who clearly demonstrate professional depth, breadth and accomplishments. The foundation is laid and going forward we will now actively leverage rich local content across cities, develop stronger relationships, serving our local audiences and advertisers."

Rajiv's career spans from a Research Assistant at Stanford University, to CBS Radio and MTV Networks. He has a business degree in marketing and finance, as well as degrees in chemical, petroleum and process engineering. Rajiv has had a diverse professional and academic background having attended the Kellogg, Stanford, Columbia and Harvard Universities in the USA and Indian Institute of Technology – Delhi

About NDTV

NDTV Ltd, founded in 1988, is India's largest news and infotainment network. It is home to the country's best and brightest reporters, anchors, camerapersons and producers; 23 offices and studios across the country host India's most modern and sophisticated production, newsgathering and archiving facilities. NDTV has an unmatched track record of successfully launching three news channels in India and two abroad: NDTV 24x7 is a clear leader in the English news segment, NDTV Profit, a 24-hour business plus channel, is India's number one business news channel, and NDTV India is amongst the country's leading Hindi news channels. It is credited with pioneering several broadcasting and programming initiatives in Indian television and has expanded into one of the nation's biggest broadcasting houses by growing beyond news broadcasting and venturing into non news verticals.

NDTV Networks, a 100% subsidiary of NDTV was incorporated to seize opportunities in areas 'beyond news'- entertainment, lifestyle, media technology and outsourcing. NDTV Good Times is the leading channel in the lifestyle space while NDTV MetroNation is fast emerging as one of the most watched city specific channels. NDTV Astro Awani in Indonesia became the leading news channel within three months of its launch. As an organization, NDTV is committed to one cause: to use its extensive expertise, technology and reach to create unparalleled coverage of the latest in domestic and international news, sports and entertainment for viewers at home and around the world. For more information visit www.ndtv.com

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