



Sameer Kapoor joins NDTV India as CEO

New Delhi, 4 July 2008 --- NDTV today announced the appointment of Mr Sameer Kapoor as CEO of its Hindi news channel, NDTV India. As CEO, NDTV India, Sameer will be responsible for driving the business of the channel apart from looking at revenues, distribution, general management and exploring new initiatives.

Sameer brings with him a wealth of experience spanning the publishing and consumer durables industries. In his last assignment, he was president of the Metropolitan Media Company Pvt Ltd, the joint venture between the Times Group and HT Media.

Previously, Sameer has worked with Scholastic India Corporation, the world's largest publisher and distributor of children's books & multimedia company as managing director for two years. He has also worked with various consumer durables companies, specializing in marketing and sales. These included Carrier Aircon Limited, Whirlpool, Bausch and Lomb, IFB Industries, Singer India and HCL Limited. His last stint in the marketing and sales field before joining the media domain was with Carrier Aircon Ltd, where he was director, marketing & product development.

Sameer holds a graduate degree in Economics from SRCC, Delhi University and has acquired a specialization in Marketing, Master of Management Studies, from Banaras Hindu University.

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

For further information, contact:

Priyadarshani Kaul
NDTV
Tel: 4157 7777
Email: Priyadarshani@ndtv.com

Siddharth Kumar
Comma Consulting
Tel: 9810267907
Email: skumar@comma.in