

February 4, 2016

<b>The Secretary, BSE Limited, 25<sup>th</sup> Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001 Fax No.(s): (022) 2272 3121/2037/2039/2041/2061/3719</b>	<b>Asst. Vice President, Listing Department, National Stock Exchange of India, “Exchange Plaza”, Bandra Kurla Complex, Bandra (East), Mumbai-400051 Fax No.(s): 022-26598237 / 38 / 347 / 348</b>
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Dear Sirs,

Please find attached the Press Release being issued by the Company today.

Thanking you,

Yours sincerely,

**For NEW DELHI TELEVISION LIMITED**



**Navneet Raghuvanshi  
Company Secretary**



Enclosed: as above

## NDTV's Smartcookery raises funds from Vandana Luthra

*An e-Commerce marketplace venture valued at US\$ 12 million*

**New Delhi, 4 February, 2016:** Smartcookery.com, an e-commerce platform that will sell healthy foods and personal care products across the country, has received funding from Mrs. Vandana Luthra, Founder of VLCC, the leading beauty and wellness brand. Mrs. Luthra was awarded the Padma Shri in 2013 for her contribution to Trade & Industry. In 2014, she was appointed the first Chairperson of the industry-led government-backed Beauty & Wellness Sector Skill Council which, going forward, will form the bedrock for all skills-related training in the Indian beauty and wellness arena.

A venture of NDTV, Smartcookery.com is based on the network's current food website - [www.food.ndtv.com](http://www.food.ndtv.com) - a leading food content site in India, with over 3 million unique visitors a month. The funding has come through NDTV's subsidiary SmartCooky Internet Limited.

Speaking on the investment, Dr. Prannoy Roy, Executive Co-Chairperson, NDTV Group, said, "We are delighted to have Mrs. Vandana Luthra, a pioneer in the field of wellness, as an investor in Smartcookery. We see this alliance as a strategic one, where both parties are bound to gain."

Welcoming the investment, Ms. Seema Chandra, Director, Smartcookery, said, "We are very pleased to have Mrs. Luthra as our investor, as she brings on board a wealth of knowledge about the wellness space from a global perspective and would give SmartCooky a strategic edge in this high growth market. She will join the other marquee investors on Smartcookery and mentor the business as we move along."

Mrs. Vandana Luthra, Founder, VLCC Health Care Limited, added, "The health and wellness industry is growing rapidly and is very dynamic. Having been in the industry for 26 years, I believe that there is a need for such a platform, which can inform on and deliver quality health and wellness products to consumers and further grow the market. I look forward to working with the Smartcookery team and wish them the very best."

Tuhin Mishra, Managing Director, Baseline Ventures, said "Baseline is delighted to facilitate Mrs. Vandana Luthra's association with the Smartcookery venture of NDTV. Mrs. Luthra has revolutionized the concept of Wellness in our country and with her coming on board of this exciting new venture of NDTV, it will surely be a great symbiotic relationship between them."

SmartCooky Internet Limited has previously raised funds at a valuation of USD 12 Million from multiple investors. Industry stalwarts like Mr. Rajan Anandan, Vice President & MD of Google, South East Asia & India, Mr. Pramod Bhasin, Former President & CEO of Genpact, Mr. Siddarth Pai, son of Mr. T.V. Mohandas Pai, presently the Chairman of Manipal Group Education and Mr. Manvinder Singh Banga, former member of the Unilever executive board, have all agreed to be a part of this round.

