



NDTV FINANCIAL RESULTS: Q1 FY 10-11

NDTV TRANSITION NEARING COMPLETION,

LOSS NARROWS TO Rs 31 crs, DOWN FROM Rs 83 crs

Highlights - For the quarter ending June 30th, 2010

- **Losses Cut:** Consolidated loss has come down from Rs. 83 crores in Q1 FY 10 to Rs. 31 crores in FY 11. The company is in the process of transition both in its structure and in its sales and marketing arrangements. This transition process is moving towards to completion and future results should reflect this process coming to an end.
- **Lower Interest Cost:** Interest cost has been brought down substantially from Rs. 18 crores in Q1 FY 10 to Rs. 5 crores in Q1 FY 11.
- **Subscription Income:** The subscription income has gone up 22% YoY (Rs. 9.5 crores in Q1 FY 10 to Rs. 11.6 crores in Q1 FY 11) on the back of increased DTH penetration.
- **Not Comparable:** Despite the same quarter last year having General Elections and two Budgets, NDTV's revenues have declined less than other news channels. The future quarters look much brighter. NDTV hopes to end the year with a healthy positive growth in revenues if the economy continues to grow.
- **Dominating English News:** NDTV 24x7 continues to be totally dominant in the English News genre with three nationwide surveys showing viewership of 50% to 60% and the other English news channels sharing 40%-50% (ref: Nielsen UMAR, Gfk-MODE)
- **Credible Hindi News:** NDTV India is recognized as the nation's only non-tabloid, credible Hindi news channel. As a result advertisers are paying a higher rate per eyeball per slot than many other Hindi channels.

- **NDTV Profit:** maintains its number 2 position and is widely recognized as India's most trustworthy business channel.
- **NDTV Convergence:** is growing rapidly – page views have increased by over 100% in the last six months. NDTV Convergence is now cash break even this quarter.
- **NDTV Lifestyle:** is India's finest lifestyle channel and is now cash break even this quarter with a healthy growth in advertising revenues.
- **NDTV's iPhone application** was the number one app. in India, and among the top ten apps in countries like the UK and UAE.
- **NDTV Worldwide,** one of the leading media consultancy companies in India is currently working for 3 clients abroad and 4 clients in India. The company is in the midst of setting up two 24-hr regional news channels.
- **Cost Control:** NDTV staffing levels are back to the 2007 headcount and other costs are also under greater control.