



## **NDTV FINANCIAL RESULTS: Q1, FY 09-10**

### **Higher Revenues and Lower Costs**

#### **Result Highlights (NDTV Standalone)**

##### ***For the quarter ending June 30<sup>th</sup>, 2009***

- NDTV's revenues from operations for Q1 FY'10 at Rs.80.09 crores were 15% higher than the same quarter of the previous year.
- EBITDA of Rs. 8.05 crores profit compares with a loss of Rs.10.08 crores in the same quarter of the previous year.
- NDTV has initiated major cost cutting exercises which have already begun to take effect. The total expenditure for this quarter at Rs.77.87 crores, compared with Rs.85.54 crores during the same quarter last year. Costs will be further reduced over the next few quarters as the full annual impact of cost cutting takes effect.
- Driving efficiencies in operations, the Company has contained its net losses to Rs.2.39 crores. In the comparable quarter ending June, 2008 net income was a loss of Rs. 22.02 crores excluding income from one time consultancy fees for an amount of Rs 24.1 crores.

#### **Result Highlights (NDTV Consolidated)**

- NDTV's consolidated revenue for the first quarter FY '10 grew by 9.45% at Rs. 130.69 crores compared to Rs 119.41 crores in the same quarter last year
- The Company has increased revenue, even while spending less. The EBITDA loss, has come down by as much as 37.3%, from Rs. 91.88 crores in the same quarter, previous year, to Rs 57.66 crores in the current quarter.

#### **Business Performance**

- NDTV 24x7 emerged as the clear leader with 53 % viewership on Election Day according to the GfK-Mode survey of the top 13 cities in India.
- NDTV India has seen a consistent rise in the market share and reach over the last quarter. It is now ranked amongst the top 4 Hindi News Channels by some sources while on Election Day NDTV India was the 2<sup>nd</sup> most watched Hindi news channel.



- NDTV HINDU, launched this May, has already garnered an impressive 8.2% market share, over the last 8 weeks in Chennai city, according to TAM data, overtaking channels like Headlines Today, NewsX and BBC World in the English News genre.
- This quarter was particularly momentous for NDTV Imagine. “Rakhi Ka Swayamvar” had a record breaking opening of 4.1 TVR, making it the biggest and the most successful non-fiction launch in over a year, taking Imagines’ weekly GRPs to 138. Another popular and high TRP show on NDTV Imagine ‘Bandini’ won the Promax Award for Best Drama Promo.
- NDTV Good Times continues to retain its #1 position, in the lifestyle genre in India, winning Indian Telly Awards for Best Travel Show, Best Fashion Show & Best Health & Fitness Show for ‘Highway on my Plate’, ‘The Inside Story’ and ‘Spectacular Spas for Men’ respectively.
- NDTV Convergence continues to perform well with page views rising by over 50% over the previous quarter.
- On the distribution front, NDTV Profit & NDTV Good Times have been launched in the US on DirecTV, USA’s largest DTH network and NDTV 24x7 has also been launched on the mobile platform in the Middle East through DuMobile, a content aggregator. The Network has also tied-up with Bharti to make NDTV the preferred News channel for any Bharti powered TV in Indian airports. NDTV GoodTimes is now available on IPTV in Singapore on Sing Tel.

### **Emphasis on operational efficiency**

The Company, over this quarter, reduced operating costs in all spheres of activity to drive for higher efficiency. With effective strategies on programming, distribution, operations and manpower, the group has emerged stronger in the face of one of the worst economic slowdowns in recent times.

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