



Financial Press Release, 17th Oct 2007

NDTV Revenues Up 46%. Launches 4 new channels in Q2 FY'08

RESULT HIGHLIGHTS

For the quarter ending September 30th, 2007

- NDTV standalone revenues up 46% y-o-y. Revenues for Q2, FY 08 touched Rs.68 crores compared to Rs. 47 crores in the same quarter last year
- EBIDTA rises to Rs. 2.66 crores compared to a loss of Rs. 5.18 crores in the same quarter last year.
- Operational expenditure of Rs.65.3 crores (standalone) includes costs incurred for the launch of MetroNation: Delhi.
- NDTV consolidated revenues hit Rs.77.5 crores, up 42%, compared to Rs.54.5 crores in the same quarter last year.

BUSINESS HIGHLIGHTS

This is a quarter of execution. The NDTV group launched four major 24-hour channels this quarter:

- 'NDTV Good Times': India's first lifestyle channel. The channel is already the number one, most watched channel in its genre.
- 'NDTV MetroNation' Delhi: The country's first English City channel. In its first fortnight, MetroNation viewership is higher than many established national channels in Delhi.
- 'NDTV Arabia': A 24-hour news and infotainment channel marked NDTV's entry into the Middle East and North Africa region.
- 'Astro Awani Malaysia': A 24-hour infotainment channel in Bahasa was launched in partnership with Astro leading south-east Asia media group

The News Operations:

- NDTV's English news channel retains its clear number one position with strong revenue growth
- NDTV Profit, the business news channel, has widened its leadership position with a 57% market share (vs. 43% for CNBC) in the top six metros of India.
- NDTV India was awarded "The Best Hindi News Channel" of the year 2007 by IndianTelevision.com.



NDTV Networks
(The 'beyond news' businesses)

The six companies under the NDTV Networks group are fully operational with CEOs and key management teams already appointed in each company.

- NDTV Imagine: The NDTV Imagine team led by Sameer Nair is on track for a January 2008 launch of a Hindi General Entertainment Channel.
- NDTV Lifestyle: Having launched its first channel, NDTV Good Times, the Lifestyle team is working towards the launch of its next channel.
- NDTV Convergence: A team of 60 professionals have been hired and work is in progress to expand into mobile, lifestyle, news and entertainment.
- NDTV Labs: The high technology centre for software services and products in the media space is in full operational mode and working on leads from several international clients.
- NDTV Emerging markets: This has been a significant quarter for the Emerging Markets team with the successful launch of its Malaysia channel in the Bahasa language. The Indonesia channel won several awards and made a profit in its first year of operations.
- NGEN: A 50:50 joint venture with Genpact, NGEN Media Services has established a 50 seat functioning centre and is actively working on four international pilot projects.

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