



NDTV Financial Results: Q3, FY 08- 09

- The Company has earned consolidated revenues of Rs.131 crores during the quarter compared to Rs. 108.50 crores during the same quarter in the previous year, a growth of 21% YoY.
- The Group has incurred a net loss of Rs. 120 crores, including the losses made on the entertainment and allied business of Rs. 104 crores.
- The change in the external environment and the economic downturn has resulted in a visible slowdown in advertising revenues not just for NDTV, but for the industry as a whole.
- The Company has already initiated major rationalization of costs on all fronts - distribution, personnel and administration, to improve efficiency and streamline operations.
- The Group has cash balances of over Rs. 400 crores, net of all debt, to meet any future business expense requirements including new programming and developments.
- The Company has received confirmation of no objection from the Stock Exchanges (BSE, NSE) for the de-merger of News and Entertainment businesses. The Company is also filing the scheme with the high court of Delhi.

BUSINESS PERFORMANCE

NEWS

In an increasingly competitive environment, NDTV has maintained leadership in English News **NDTV 24X7**. To counter the drop in advertising revenues, the Company has started to generate revenues through innovative programming initiatives and campaigns like the "7 Wonders of India" and "Toyota Telethon".

The business channel, NDTV Profit has not only maintained its market share, in digital homes, it has captured 50% of the viewership.

The Company has signed up subscription agreements on both domestic and international platforms, including new DTH players. Going forward, subscription revenues are likely to contribute a higher percentage to the topline.

In this quarter NDTV has also signed up agreements to distribute UK's biggest commercial broadcaster Granada TV and Trace Television, world's number 1 urban music channel, in India and South Asia.



ENTERTAINMENT, LIFESTYLE AND ALLIED BUSINESSES

NDTV Imagine Ltd.

For much of November, all General Entertainment channels were running repeat programming due to a stand-off between the Programme Producers and TV Workers' Union which affected revenues.

On the other hand, the new programming on Imagine has debut to good TRPs especially, "Oye! It's Friday!". "Ramayan" continues to be a big success, and remains in the top 100 shows. Five to six new shows are under production and will be launched over the next quarter. NDTV Imagine has also tied up with top producers, such as Shahrukh Khan's Red Chili Entertainment, Balaji and Ashok Wadhwa's production house to put together an exciting line-up.

NDTV Lifestyle

NDTV Good Times continues to retain its #1 position, in the lifestyle genre in India. As testimony to the quality of Good Times' programming, the channel has won 4 Indian Television Academy awards, including:

- Best Fashion and Lifestyle Channel
- Best Interstitial - Environment Day
- Best Lifestyle Show - Making of Kingfisher Calendar
- Best Visual Effects - The Next Big Thing

NDTV Lifestyle's foray into the international distribution and syndication market continues to be successful. For instance, Good Times content now substantially powers a local channel in South Africa.

NDTV Convergence

Page views of the NDTV properties have grown sharply during this quarter, having more than doubled since last quarter. The website www.ndtv.com has been named the "Most Popular News Site in India", by MetrixLabs (the 2nd largest independent online market research company in Europe). NDTV Active has been identified as the "Best India News Application for iPhone" by MINT.

NGEN and NDTV Labs

This business is now gaining significant traction; NGEN's clients include some of the largest and most reputed global media players. Clients are now exploring opportunities to extend both the quantum and range of work outsourced to NGEN, following successful initial deliveries.

NDTV Labs has had its most successful quarter yet, having acquired both Indian and international clients, during this period.

Emerging Markets

Both the NDTV AstroAwani channel in Malaysia and NDTV Arabia continue to be a success. During the quarter, NDTV Arabia was awarded "*Best Channel in Middle East and North Africa, 2008*" as part of the Masala! Lifestyle Awards coinciding with NDTV Arabia's first anniversary.

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