

HIGHLIGHTS FOR THE QUARTER ENDED 30 JUNE 2012

- ◆ NDTV group (consolidated) reports revenues of over Rs 100 crore
- ◆ Expenses have been contained as a result of cost rationalization measures
- ◆ Carriage fees remain a cause for major concern. Carriage fees of Rs 31 crore during the quarter contributed to the overall loss of Rs 26 crore.
- ◆ De-risking: Significant growth in new revenue streams resulting in lower dependence on FCT ad revenues
- ◆ Sharp growth in NDTV's Internet, lifestyle and consultancy businesses

NDTV tides over a tough macro environment

- ◆ Traditionally, the April to June quarter is seasonally unfavourable for the media industry
- ◆ This has been exacerbated by the global economic downturn

Despite this, NDTV has successfully contained costs

- ◆ NDTV's group wide cost and resource optimization exercise underway and beginning to show results
- ◆ NDTV News operations (standalone) reports a reduction in costs over same quarter last year and over previous quarter

NDTV Good Times continues to be the leading lifestyle channel in India

- ◆ NDTV Good Times, the flagship channel of NDTV Lifestyle, continued to be the leading lifestyle channel in India
- ◆ Advertising revenue increased by approx. 10%, vis-à-vis the same quarter last year.

NDTV remains the leader in the apps space in India

- ◆ Revenue of NDTV Convergence, which operates the Internet and mobile business of the group, grew by more than 35% over the same quarter last year.
- ◆ New I-pad and Android news app successfully launched
- ◆ www.ndtv.com remains the leading news website in India

NDTV Worldwide exhibits a sharp growth in revenue

Revenue grew by 27% over the same quarter last year. NDTV Worldwide continues to strengthen its client base every quarter.