



## NDTV EARNINGS RELEASE

FOR QUARTER ENDED 30 SEPTEMBER 2016

### NDTV CONFIRMS ITS TRANSFORMATION INTO A DIGITAL COMPANY

- ndtv.com extended its leadership position in the digital content space. NDTV Convergence posted another all-round strong performance with a 16% growth in revenues Y-o-Y. A particularly exciting development is the increase of 75% in mobile advertising revenues Y-o-Y.
- ndtv.com is perhaps the only significant leading player in the digital space to be profitable and it reported EBITDA and PAT positive results.
- NDTV's Gadgets360.com – the ecommerce play in gadgets – turned profitable this quarter and shows a robust growth in revenues, quarter on quarter: revenues in Q2 were over 250% of revenues in Q1 this year.
- The overall NDTV Group, including all the ecommerce ventures, had a Rs. 7 crore turnaround - ending with an EBITDA loss of Rs 4 crore for the quarter, a marked improvement over Rs.11 crore loss in the same quarter in the previous year. This was largely driven by improved advertising revenues alongside lower costs in Convergence, NDTV's digital content subsidiary and E-Commerce segment.
- **Distribution:**
- The company launched its channels on platforms overseas during the same period –
  - NDTV 24x7 ratings in the UK have reached record levels and according to BARB (the reliable ratings agency in the UK) NDTV24x7 has 56% share of the viewership while all other Indian news channels (English & Hindi) together account for the remaining 44% of the viewership.
  - NDTV India and NDTV Spice (a food channel based on our existing catalogue of food programming) were launched on Virgin Cable (UK). NDTV India is at the moment the first Hindi news channel on Virgin Cable.
  - NDTV 24x7 and NDTV India were both launched in Singapore on SingTel.
- In a major impetus to establish its viewer base in the Hindi speaking belt in India, the company signed a carriage deal with DEN Networks to make NDTV India as well as its other network offerings available in Uttar Pradesh and Uttarakhand. The deal has made the network available to more than 2 million households.

▪ **Business wise Financial Performance for the quarter ended September 30, 2016**

*All figures in Rs Crores*

<b>PARTICULARS</b> For Qtr 2: FY 2016-17	<b>Television &amp; Allied</b>		<b>Digital</b>		<b>E-Commerce</b>		<b>Inter-segment</b>		<b>Total</b>	
	<b>CY</b>	<b>LY</b>	<b>CY</b>	<b>LY</b>	<b>CY</b>	<b>LY</b>	<b>CY</b>	<b>LY</b>	<b>CY</b>	<b>LY</b>
Revenue	106	113	30	26	4	4	(14)	(13)	126	129
Expense	(114)	(112)	(20)	(25)	(10)	(16)	14	13	(130)	(140)
<b>EBITDA</b>	<b>(8)</b>	<b>1</b>	<b>10</b>	<b>1</b>	<b>(6)</b>	<b>(12)</b>	-	-	<b>(4)</b>	<b>(11)</b>
<b>PAT</b> (Before One-Offs)	<b>(18)</b>	<b>(9)</b>	<b>5</b>	<b>(0)</b>	<b>(6)</b>	<b>(13)</b>	-	-	<b>(18)</b>	<b>(22)</b>
One-Offs / Minority / Associate	-	(6)	-	-	-		1	11	1	5
<b>PAT</b>	<b>(18)</b>	<b>(15)</b>	<b>5</b>	<b>(0)</b>	<b>(6)</b>	<b>(13)</b>	<b>1</b>	<b>11</b>	<b>(17)</b>	<b>(17)</b>

**For Details Contact**

Manisha Natarajan  
Investor Relations  
+ 91 9811999246