



NDTV Posts Net Profit of Rs 7 Crore in Q4 vs a Loss of Rs 11 Crore Last Year

NDTV EARNINGS RELEASE FOR QUARTER ENDED 31 MARCH 2016

- NDTV Board has decided to consider re-structuring / de-merger and separate listing of NDTV Convergence (ndtv.com) to unlock shareholder value. Ndtv.com is one of India's most successful Internet businesses with a global reach and more than 65 million unique visitors a month. NDTV Convergence has been consistently profitable.
- In a major improvement, NDTV ended the quarter with a PAT of Rs 7 crore (vs Rs 11 crore loss in the same quarter of the previous year) on Standalone basis.
- NDTV Group ended with a net loss of Rs 1 crore for the quarter (vs Rs 17 crore loss in the same quarter of the previous year).
- Subsequent to the quarter, the group secured funding for its new e-Commerce venture Mojarto.com - an online e-commerce platform for buying and selling of Art & Artefacts, Collectibles and Jewelry. The following other e-commerce businesses are now funded: Gadgets360.com, Carandbike.com, BandBaajaa.com, and SmartCooky.com.
- **NDTV** has been awarded "India's Most Trusted Brand across all Television in India" for the 3rd year in a row, based on Trust Research Advisory's Brand Trust Report, India Study.
- Business wise Financial Performance for the quarter ended March 31, 2016:

All figures in Rs Crores

PARTICULARS For Q4 FY 15-16	Television & Allied		Digital		E-Commerce		Inter-Segment		Total	
	CY	LY	CY	LY	CY	LY	CY	LY	CY	LY
Revenue	149	141	37	33	2	6	(16)	(13)	173	167
Expense	135	119	29	23	17	17	(16)	(13)	164	146
EBITDA	15	22	8	10	(14)	(10)	-	-	8	22
PAT	6	(8)	4	4	(14)	(10)	4	(2)	(1)	(17)

Business Highlights

- **E-commerce**
 - **Gadgets360.com** – achieved a Gross Merchandize Value (GMV) of Rs 27 crores while maintaining a positive contribution margin per unit as well as total gross margin. The portal is now bigger than next 5 Indian tech sites combined.
 - **CarAndBike.com** – was the exclusive launch partner for 4 cars in the span of the last 6 months of 2015-16. The fledgling startup has already on-boarded 8 OEM's for direct sale of cars and

bikes covering 40% of the new car market pan India. The site includes innovative features such as the Consumer-to-Consumer Auction Engine for used cars as well as regional language content and a complete host of allied services pertaining to loans and insurance.

- **BandBaajaa.com** – launched on 6th October 2015, which aims to be a one-stop shop for wedding planning, ideas, Inspiration, shopping & execution has already partnered with 2,100 Vendors across 15 Cities in 14 Categories like Venues, Photographers, Makeup-Artists, etc.
- **Mojarto.com** – launched as an online platform aggregating artists, galleries, artisans and designers from across the sub-continent into a marketplace.

▪ **Television**

- **NDTV** ended the year, winning several of the most respected industry awards including the Ramnath Goenka Awards, Red Ink Awards and the Exchange for Media Awards. NDTV’s promo campaign on non-tabloid news content has won top awards at:

Awards	Category	Position
New York festival international TV and Film awards	Best News Promotion	World Gold
	Best Station Image Promotion	World Gold
Promax Asia	Best News & Current Affairs Promo	Gold
	Something for Nothing	Gold
	Something for Nothing	Silver
Goa Fest 2016 MEDIA ABBY	Broadcasters Abby Award for Best TV news channel promo	Only one to win
ENBA	Best channel marketing campaign for an English news channel	Only one to win

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