READY FOR THE FUTURE

ANALYST MEET OCTOBER’2014
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1988
THE WORLD THIS WEEK
Nominated as one of India’s 5 best television programmes since Independence

1995
NEWS TONIGHT
The first private news daily on monopolistic national channel (Doordarshan)

1998
STAR NEWS
Content provider for India’s first private 24 hour news channel

2003
NDTV 24x7, NDTV INDIA launched

2005
NDTV PROFIT launched

2007
NDTV GOOD TIMES launched

2014
NDTV PRIME launched
The NDTV Story

• India’s #1 most trusted media brand across all newspapers and TV channels (1)

• Strong digital presence – one of the top premium content portals in the country

• #1 in viewership among all English News channels in India (2)

• NDTV channels reach 72 countries across the world

(1) All India Brand Trust Ranking 2014 Brand Trust Report
(2) Based on independent survey of a 90,000 + sample by Hansa Research
CHALLENGES

• Implementation delay in digitization, which affects
  • increase in subscription
  • dip in carriage fee

• Ad Revenues growth sluggish because rating system still flawed

• Margins under pressure due to high fixed costs
Internal Measures

- Focus on special events

- Introduction of pre-sponsored bands, beginning with NDTV Prime

- Cost Optimization drive based on study done by E&Y

- NDTV Profit restructured – personnel and overhead cost brought down substantially

- NDTV Goodtimes restructured – extensive cost cutting measures implemented
External Measures

- Pushed Digitization through active industry representation...
  - Phase I & II of digitization rolled out; however financial benefits yet to fully accrue

- Successfully challenged current rating system
  - New rating system being launched with a mandate to increase sample size to 50,000 within the next 4 years.
THE ROAD AHEAD

- Focus on core businesses for growth, while cutting losses in non-core businesses
- Continue to invest in our online assets to benefit from the digital revolution
- Explore all options, including restructuring, to help shareholders of NDTV unlock and maximize value
**NDTV 24x7**

**Profitability Continues**

- India’s leading 24 hour English news channel
- Strongest talent pool with India’s most reputed anchors and journalists
- Average annual profits over last 3 years: Rs. 40 crore
- Widest international distribution across all news channels in India
- Unrivalled viewership (50% plus): Based on 6 independent surveys
NDTV India
EBIDTA Breakeven in FY 14

- NDTV India, historically a loss making channel, has clocked record breaking revenues in FY 2014 and achieved EBITDA breakeven

- Content Strategy that offers high quality news programming relevant to the Hindi speaking heartland

- Offers viewers credible news reportage in a market cluttered with sensational/tabloid journalism
NDTV Profit/Prime- Revamped into Dual Channel & Gaining Traction

- NDTV profit has averaged losses of Rs. 40 crore / annum for the last 5 years; it has been the biggest drain in NDTV’s P&L

- NDTV Profit restructured – personnel and overhead cost brought down substantially

- NDTV Profit & NDTV Prime launched as India’s only 2-in-1 channel

  - Business News - 9am and 5pm on weekdays; Entertainment /Prime - Rest

  - High revenue visibility - Prime launched with pre sponsored specialty bands like Technology, Auto, Property.

  - Channel Sponsor Micromax and NSE

  - Specialty bands sponsors include MRF, Supertech, Croma, Toshiba, Spice etc

- As a result we hope to approach financial sustainability by next year
NDTV CONVERGENCE

40 million+
unique visitors a month

2.4 billion+
minutes
of premium videos streamed
per annum

7.5 million+
app downloads

5 billion+
pageviews
per annum

1  Across Web + WAP + APP
2  Source: Google Analytics
NDTV CONVERGENCE

**Most followed Indian company on Twitter**

**Best English News Website**
- ENBA, 2013

**1st in India to launch second screen & an iOS7 news app**

**NDTV app among top 25 iOS apps downloaded in India**

**Special Award for Innovative Leadership in Apps Development**
- 6th News Television Awards

**1st Indian company to have developer room on iOS**

Digital Convergence
NDTV.COM recorded the highest ever Internet traffic seen on any Indian website on a single day.

16 May’2014
Statistics

- 13 billion+ hits on NDTV.COM
- 11.6 million unique visitors & 117.7 million page views across all platforms
- Number of concurrent users hit an all-time high of over 500,000 users, according to Google Analytics.
- Over 200,000 concurrent users watched video on the website
Revenues growth @ CAGR 46% in last 6 years
NDTV CONVERGENCE – IMPRESSIVE GROWTH ACROSS ‘NICHE VERTICALS’

Flagship / Established Properties

<table>
<thead>
<tr>
<th>Property</th>
<th>Average Monthly UVs (Mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDTV News</td>
<td>2.3x 6.6 15.3 FY12A FY14A</td>
</tr>
<tr>
<td>NDTV Sports</td>
<td>2.5x 2.5 6.30 FY12A FY14A</td>
</tr>
<tr>
<td>NDTV Movies</td>
<td>2.3x 1.9 4.4 FY12A FY14A</td>
</tr>
</tbody>
</table>

Emerging Leaders

<table>
<thead>
<tr>
<th>Property</th>
<th>Average Monthly UVs (Mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDTV Gadgets</td>
<td>37.7x 0.4 14.7 FY12A FY14A</td>
</tr>
<tr>
<td>NDTV Cooks</td>
<td>14.7x 0.1 1.47 FY12A FY14A</td>
</tr>
<tr>
<td>NDTV Auto</td>
<td>1.37 Mn</td>
</tr>
</tbody>
</table>

- Launched in Feb 2014
- Average monthly UV @ 1.37 Mn
Other Verticals

NDTV Goodtimes
- India’s first lifestyle channel
- Distributed internationally - 13 countries
- Revamped positioning - ‘India’s Youngest Lifestyle Channel’

NDTV Worldwide
- Media consultancy services company
- Sets up & manages new channels a turn-key solution for its clients

NDTV Ethnic retail
- IndianRoots.com, NDTV Ethnic’s latest ventures set up last year, is fast growing
- No. of Brands: 500
- No. of Designers: 50
- Visitors: 200+ Countries; Order’s Shipped: 70+ Countries
- Biggest Markets: USA, followed by India
NDTV ORGANISATION STRUCTURE

(*) As on September 30, 2014
Refer annexure for details chart
Sum of parts of NDTV group assets is not reflected in the market cap of NDTV
This is particularly true for the value of its digital assets
The Board of Directors of NDTV has mandated the management to explore means of unlocking sum of parts shareholder value through various methods including restructuring or private placement in NDTV Convergence Limited and/or other subsidiaries.

### Current Structure
- **NDTV**
  - 85%: NDTV Networks Ltd
  - 17%: NDTV Convergence
  - 75%
  - 51%: NDTV Lifestyle Holdings
    - 92%: NDTV Lifestyle

### Value Locked in Sum of parts
- **NDTV Market Cap**
- **Value Locked in Sum of parts**

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NDTV Group
Unlocking Value

New Delhi Television Limited
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Tel: (+91-11) 41577777, 2644 6666
Fax: (+91-11) 29231740
web: www.ndtv.com
e-mail: corporate@ndtv.com
Thank You
Appendix
Details of All Direct and Indirect Holdings

New Delhi Television Limited

100%

- NDTV (Mauritius) MultiMedia Ltd. (M5)
  NDTV 92%
- Delta Softpro Private Limited (Delta)
  Others 26%

Total 100%
NDTV Media Ltd.

NDTV 74%

Other 26%

Total 100%
NDTV Worldwide Ltd.

NDTV 92%

Others 8%

Total 100%
NDTV Networks Ltd.

Others 85%

Total 100%

Organisational Structure Chart (As on September 30, 2014)

NDTV Organisation Structure

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