25 YEARS OF LEADERSHIP
AT THE FOREFRONT OF NEWS & MEDIA REVOLUTION

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

2005
NDTV Profit

2007
NDTV GOOD TIMES

2014
NDTV Prime

www.ndtv.com
Amongst the earliest news broadcasters to launch a website
THE NDTV NETWORK

• Iconic brand
• Premium content
• Most trusted media brand
• Strong appeal for the global Indian
VALUABLE PLATFORM

To reach key demographics

- NEWS : NDTV 24x7, India, Profit
- LIFESTYLE : NDTV GOODTIMES
- ENTERTAINMENT : NDTV Prime
- DIGITAL : ndtv.com, NDTV Mobile
- MEDIA CONSULTANCY : NDTV Worldwide
- E-COMMERCE : Indianroots.com
NDTV 24X7

- Flagship English News Channel
- India’s most reputed anchors and journalists
- Unrivalled viewership (50% plus)
- Average annual profits over last 3 years: Rs. 40 crore
NDTV India

- The only credible and non-tabloid Hindi news channel
- Steady, loyal viewership
- Strengthening revenues
- Record breaking revenues in FY 14
NDTV Profit & NDTV Prime

- India’s only dual channel
- Smart business news 9am – 5pm
- High quality, premium content in the evening
- **High revenue visibility**: Sponsor driven band model
NDTV CONVERGENCE - ndtv.com

- 5 billion+ web page views/year
- Over 35 million unique visitors/month
- 2.4 billion minutes of premium video streamed in 12 months
- 5 million+ downloads of iOS and Android apps
- NDTV Gadgets is India’s number 1 gadget website
NDTV Lifestyle

- For the aspiring urban Indian viewer
- Cutting edge shows for young Indians
- Strategic Investment by Astro All Asia Networks, PLC
- Cash in books $20 million (Rs. 120 crore)
NDTV Worldwide

- Global media consultancy
- Sets up and manages new channels on turnkey basis
- Profitable from year 1 of full operations
NDTV E-COMMERCE

- NDTV’s E-Tailing venture
  www.indianroots.com
- Offers products from India’s top designers and over 110 leading ethnic brands
- Early traction from global Indians
COMPELLING STRATEGIC OPPORTUNITY

NDTV 24x7
- Average Annual Profit (last 3 years): Rs. 40 crore

NDTV India
- Record breaking revenues in FY 14

NDTV Profit & Prime
- Pre-sponsored bands to negate previous losses

NDTV Lifestyle
- Astro’s initial investment: $80 million
- Cash in books of Rs. 120 crore
CATALYSTS FOR VALUE CREATION

NDTV Convergence
- Revenue growth of CAGR of more than 55% over last 6 years

indianroots.com
- Achieved cash break-even in Year 1
- Early investment at attractive valuation
LONG TERM GROWTH DRIVERS

DIGITISATION
- Significant savings in carriage fee
- Increase in subscription revenues; gains expected to accrue over time

INDUSTRY GROWTH POTENTIAL
- Over 2x growth forecast from 2013 to 2018
- From $7 billion to $15 billion
- Making India one of the fastest growing TV markets in the world with a 2013 –2018 CAGR of 16%

DIGITAL ADVERTISING INDUSTRY
- Over 3.4x growth forecast from 2013 to 2018
- From $0.5 billion to $1.7 billion
EXPERIENCE COUNTS

- Experienced management and editorial team with average tenure in the company of 15+ years
- Proven track record of innovation, cost control and growth
- Balanced and disciplined financial strategy
### BUSINESS-WISE PERFORMANCE

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>FY 12 (Cr)</th>
<th>FY 13 (Cr)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General News</td>
<td>277.0</td>
<td>280.9</td>
</tr>
<tr>
<td>Business News</td>
<td>58.2</td>
<td>54.2</td>
</tr>
<tr>
<td>Infotainment</td>
<td>63.9</td>
<td>68.1</td>
</tr>
<tr>
<td>Web</td>
<td>33.6</td>
<td>50.9</td>
</tr>
<tr>
<td>Consultancy</td>
<td>22.6</td>
<td>25.7</td>
</tr>
<tr>
<td>Corporate</td>
<td>62.6</td>
<td>71.9</td>
</tr>
<tr>
<td>One Time Adjustments</td>
<td>57.3</td>
<td>26.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>575.2</strong></td>
<td><strong>577.9</strong></td>
</tr>
<tr>
<td>Less: Inter Segmental Revenue</td>
<td>(68.9)</td>
<td>(26.5)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>506.3</strong></td>
<td><strong>551.4</strong></td>
</tr>
</tbody>
</table>

| **EBITDA**                |            |            |
| General News              | 35.6       | 50.3       |
| Business News             | (29.8)     | (24.0)     |
| Infotainment              | (16.2)     | (11.4)     |
| Web                       | 5.4        | 9.4        |
| Consultancy               | 11.0       | 8.2        |
| Corporate                 | 5.3        | (15.0)     |
| One Time Adjustments      | (7.6)      | 13.8       |
| **Total**                 | **3.7**    | **31.2**   |

| **EBITDA Margin**         |            |            |
| General News              | 13%        | 18%        |
| Business News             | -51%       | -44%       |
| Infotainment              | -25%       | -17%       |
| Web                       | 16%        | 18%        |
| Consultancy               | 49%        | 32%        |
| Corporate                 | 9%         | -21%       |
| One-Time                  | -13%       | 53%        |
| **Total**                 | 1%         | 6%         |
Disclaimer

“*The information contained in presentation may contain certain forward-looking statements, including statements regarding plans, objectives and expected performance. Such statement are based on management's current expectations and assumptions regarding the Company's business and performance, the economy and other future conditions and forecasts of future events, circumstances and result and are, therefore, subject to certain risks and uncertainties. The Company's actual results may vary from those expressed or implied in its forward-looking statements. Important factors that could cause the Company's actual results to differ materially from those in its forward-looking statements include government regulation, taxation, disputes, and economic strategic, political and social conditions etc. Any forward-looking statement made by the Company speaks only as of the date on which it is made. You are cautioned not to place undue reliance on the forward-looking statements.*

*Neither Company name nor their respective directors undertakes any obligation in respect of, and do not intend to update or revise any forward-looking statements except as required by the Code or pursuant to applicable law*”.