

June 24, 2025

To,

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001

Scrip Code: 532529

National Stock Exchange of India Limited

Exchange Plaza, 5th floor, Bandra Kurla Complex,
Bandra (East) Mumbai - 400 051

Scrip Symbol: NDTV

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**SEBI Listing Regulations**"), we wish to inform you that the Board of Directors of the Company at its meeting held today, i.e., on June 24, 2025, has inter alia, approved the:

- (a) Launch of a new business vertical under the brand name "**NDTV Alive**", which will focus on live events, including large-format public and ticketed experiences. This strategic initiative is aimed at expanding NDTV's footprint within the Media and Entertainment sector and is expected to contribute to the Company's growth and revenue diversification.
- (b) Appointment of Mr. Rahul Kumar Shaw as the Chief Experience Officer of NDTV Alive and designated him as Senior Management Personnel of the Company with immediate effect.

The details pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, are enclosed herewith as **Annexure I**.

You are requested to take the same on record.

Thanking you,

Yours sincerely,

For New Delhi Television Limited

Parinita Bhutani Duggal

Company Secretary and Compliance Officer

Encl: A/a

Details as required under Regulation 30 of the SEBI Listing Regulations and SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, are as under:

a. Launch of a new business vertical under the brand name “NDTV Alive:

S. No.	Particulars	Details
1.	Industry or area to which the new line of business belongs to	Media and Entertainment.
2.	Expected benefits	This strategic initiative is aimed at expanding NDTV’s footprint within the Media and Entertainment sector and is expected to contribute to the Company’s growth and revenue diversification.
3.	Estimated amount to be invested	The investment amount will depend on multiple factors including artist fees, production costs, ticketing platform commissions, marketing expenses, and insurance, among others

b. Appointment of Mr. Rahul Kumar Shaw as the Chief Experience Officer of NDTV Alive and designated him as Senior Management Personnel of the Company:

S. No.	Details of event(s) that need to be provided	Information of such events(s)
1.	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Mr. Rahul Kumar Shaw has been appointed as the Chief Experience Officer of NDTV Alive and designated him as Senior Management Personnel of the Company.
2.	Date of appointment/ re-appointment/ cessation (as applicable) & term of appointment/ re-appointment	June 24, 2025 Term of appointment: Not applicable
3.	Brief profile (in case of appointment)	Mr. Rahul Shaw has over three decades of experience in the media and entertainment industry, spanning television, radio, advertising, events, and sports management. He has held senior leadership positions at prominent media organizations including Turner International India, SET India, Star India,

		Zee Entertainment, NDTV Imagine, INX Media, and Bennett Coleman & Co. Ltd. Prior to joining the Company, he successfully led the television and radio businesses of TV Today Network Limited and launched the experiential vertical 'Stage AajTak'. Mr. Shaw holds a Bachelor's degree in Commerce from Calcutta University.
4.	Disclosure of relationships between Directors (in case of appointment of a Director)	Not Applicable