

December 30, 2015

The Secretary, BSE Limited, 25th Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001 Fax No.(s): (022) 2272 3121/2037/2039/2041/2061/3719	Asst. Vice President, Listing Department, National Stock Exchange of India, “Exchange Plaza”, Bandra Kurla Complex, Bandra (East), Mumbai-400051 Fax No.(s): 022-26598237 / 38 / 347 / 348
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Dear Sirs,

Please find attached the Press Release being issued by the Company today.

Thanking you,

Yours sincerely,

For NEW DELHI TELEVISION LIMITED


Navneet Raghuvanshi
Company Secretary



Enclosed: as above

NDTV's new eCommerce venture called Smartcooky raises funds at a valuation of USD 12 Million

NDTV has closed funding for its new eCommerce venture, www.smartcooky.com a platform that will sell healthy foods and personal care products from across the country, through its subsidiary- Smartcooky Internet Limited. Smartcooky.com is based on NDTV's current food site - www.food.ndtv.com which is the No.1 food content site in India, with almost 3 million unique visitors a month. The site creates original content in the health food and wellness space that is relevant to the Indian audience and has established category leadership in this space. The new content site will help in making healthy choices in the daily life by offering a well-chosen selection of quality products.

SmartCooky Internet Limited, has raised funds at a valuation of USD 12 Million from multiple investors. The list of investors include some of the most influential names in the Indian Internet and food industry including Mr. Rajan Anandan, Vice President & MD of Google, South East Asia & India, Mr. Pramod Bhasin, Former President and CEO of Genpact, Mr. Siddarth Pai son of Mr. T.V. Mohandas Pai, presently the chairman of Manipal Group Education and Mr. Manvinder Singh Banga, former member of the Unilever executive board.

Speaking on Smartcooky, Ms. Seema Chandra, Director, Smartcooky, said, "We have given our audience credible, newsworthy content around health and good food. Now the natural extension is to handpick good quality products in the health space and sell them to our users. We have been pleasantly surprised to see the sheer range of products that have reached our stable. Given that India is sitting on a health time bomb, the timing of this venture could not be better. And NDTV's brand credibility is a huge support. We will also roll out TV shows on NDTV's channels under Smartcooky to educate and inform viewers on making better choices. We boast of an enviable list of investors and mentors who believe in this cause of educated-commerce."

Speaking on the investment, Dr Prannoy Roy, Executive Co-Chairperson of the NDTV group said, "The NDTV network has been associated with good quality and trustworthy content around food for over a decade. Launching an eCommerce food site is the next logical step in this space. Moreover we are thrilled to have such an impressive list of investors and look forward to becoming the one-stop-shop for all things that are good for you."

