

September 30, 2015

<b>The Secretary, BSE Limited, 25<sup>th</sup> Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001 Fax No.(s): (022) 2272 3121/2037/2039/2041/2061/3719</b>	<b>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</b>
---	---

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

For immediate release



## NDTV Convergence Inks Largest Deal in the Indian Digital Media Space with Taboola valued at Rs. 90-100 Crores (USD 13-15 Million)

*~Enters into strategic three-year partnership with Taboola to enable content recommendations across all its digital platforms*

**New Delhi, 30th September 2015:** NDTV Convergence the digital arm of NDTV group which owns and operates the flagship portal, [www.ndtv.com](http://www.ndtv.com) and all other digital properties of the Group, today signed one of the largest deals in new media space with **Taboola®** to power content recommendations across their entire network of desktop and mobile sites. The deal is estimated to be worth Rs. 90-100 Crores (approximately USD 13-15 million) for NDTV over the course of the agreement based on traffic projections across Web and Mobile.

NDTV Convergence announced a three-year partnership with Taboola, the leading content discovery platform, to power content recommendations to its large audience of over 60 million unique visitors.

Taboola will serve as the exclusive, multi-platform content discovery partner across all its properties. In addition to providing advertisers with an option to now target the premium NDTV audience through native content marketing, Taboola will also work with NDTV to increase user engagement.

Commenting on this partnership, **Vikram Chandra, Group CEO & Executive Director, NDTV** says, *"We are really happy to extend this partnership with Taboola who have been great partners over the last year. This truly is a landmark deal given its size and scale, making it the largest and one-of- its kind in the Indian digital media eco-system. This association further re-inforces our leadership position in the digital space: something that has been built through credible content and great user experience*

**Suparna Singh, CEO and Managing Editor NDTV Convergence** says, *"We are always striving to provide our consumers with high-quality and the best possible content. When we started this journey, the web was a much simpler place. Today, as social media feeds continue to fragment the user base, we need to customize content based on user interest. As always, we aim to be on the cutting edge and this partnership also gives us a new and unique way to monetise our growing audience across platforms."*

*"It's an incredible honour to work with such a highly respected global publisher as NDTV, and we look forward to working with Vikram, Suparna, and the entire NDTV editorial team in continuing to boost overall audience engagement and revenue,"* says **Adam Singolda, Founder and CEO of Taboola**. *"We see India as a massive opportunity for marketers to reach new audiences since so many citizens are accessing the Internet for the first time via mobile,*



For immediate release



*and this partnership is a testament to our commitment to providing Indians with high quality content they may like and never knew existed."*

**About NDTV Convergence:**

NDTV Convergence Limited, the digital arm of the NDTV Group, exploits the synergies between television, internet and mobile. NDTV Convergence runs all the websites of the group including the flagship [www.ndtv.com](http://www.ndtv.com). The NDTV Convergence portfolio also includes the NDTV news Apps on iOS and Android platforms and also all the groups mobile initiatives including [m.ndtv.com](http://m.ndtv.com), a one-stop shop for news and infotainment content on the go and mobile content partnerships across telecom operators in India. NDTV Convergence also owns and operates leading portals in the field of Gadgets, Auto and Food.

**About Taboola:**

Taboola is the leading content discovery platform, serving over 300 billion recommendations to over 550 million unique visitors every month on some of the Web's most innovative publisher sites, including USA TODAY, Business Insider, Chicago Tribune, and The Weather Channel. Headquartered in New York City, Taboola also has offices in Pasadena, London, Tel Aviv, New Delhi, and Bangkok. Publishers, marketers, and agencies leverage Taboola to retain users on their sites, monetize their traffic, and distribute their content to drive high-quality audiences. Learn more at [www.taboola.com](http://www.taboola.com) and follow @Taboola on Twitter.

**In case of any media queries, kindly contact:**

**Vipin Chandra Phulara/Bhaskar Majumdar**  
**Adfactors PR**

Mobile: +91 9582731432/+91- 9811194244

Email ID- [vipin.phulara@adfactorspr.com](mailto:vipin.phulara@adfactorspr.com)/[bhaskar.majumdar@adfactorspr.com](mailto:bhaskar.majumdar@adfactorspr.com)



**Tammy Blythe Goodman**

**Taboola**

+1-646-215-5801

[tammy.g@tboola.com](mailto:tammy.g@tboola.com)

\*\*\*\*Ends\*\*\*\*