



NDTV FINANCIAL RESULTS: Q2, FY 09-10

Standalone Highlights - For the quarter ending September 30th, 2009

-NDTV 24x7 has consolidated its position as the Clear and Emphatic leader in the English News space.

-The latest survey by Nielsen (UMAR survey) shows NDTV 24x7 with a viewership share of 60% while Times Now is at 28% and CNN-IBN at 12%.

-NDTV India has now improved its standing to become the 3rd most popular Hindi news channel according to Nielsen. NDTV India is the most credible Hindi news channel.

-NDTV Profit has held its viewership despite new entrants and remains the clear and distinct number 2 in the Business News space.

- Revenues from operations for Q2 FY'10 have shown resilience and were at Rs.69.35 cr, a dip of only 6% over the revenues of the same quarter of the previous year which is much better than the industry norm.
- Subscription income has shown a growth of 23% over the same quarter of the previous year.
- EBITDA has improved by as much as 73.6% from a loss of Rs 10.23 cr in the same quarter, previous year, to a loss of Rs 2.70 cr in the current quarter.
- Major efficiency initiatives undertaken by NDTV have taken effect and the total expenditure for this quarter was Rs 78.15 cr against that of Rs 90.02 cr in the same quarter in the previous year, a difference of nearly Rs 12 cr (13%) in this quarter alone. Cumulatively, over the six month period, there is a reduction of nearly Rs 20 cr (11%) over the half yearly expenditure in the previous year. This trend will continue and there will be further reductions as well over the next few months.

Consolidated Highlights – For the quarter ending September 30th, 2009

- NDTV Imagine came up with the biggest hit of the year - *Rakhi ka Swayamvar* - which doubled its GRP viewership ratings. A follow up "Swayamvar" is already planned with Rahul Mahajan for which the response has been extraordinary. NDTV Imagine is now clearly the rising force in the GEC space.

- NDTV Good Times remains a significant player in the lifestyle genre in India. New shows like "Custom-made for Vir Sanghvi", "Made in India", Warrior Tribes of Nagaland", "The Underground" and "Men can't dance" were launched.
- NDTV Convergence has been witnessing healthy traffic. Ndtv.com has enhanced its offering to visitors adding on-line education, travel e-commerce, astrology, books and gadgets e-commerce.
- NDTV's consolidated revenue for the second quarter FY '10 grew by 17% Y-O-Y at Rs 140.37 cr compared to Rs 120.27 cr for Q2 FY '09.
- The Company has increased revenue, even while spending less. Consolidated costs were at Rs 208.66 cr as opposed to a spend of Rs 231.23 cr in the same period in the previous year, a reduction of 10% Y-O-Y. Consequently, the EBITDA loss has come down by as much as 43% from Rs 103.48 cr in the same quarter, previous year, to Rs 59.11 cr in the current quarter.

Business Performance

- NDTV Profit's audience Reach and Share of Viewing has remained solid in a quarter when two new well funded competitors entered the English business channel market. As per the industry standard TAM Peplemeter System of viewers who actually tuned to the channel, NDTV Profit had a certified Reach of just over 26% compared with CNBC-TV18's audience Reach of just over 30%, during the quarter, giving further evidence of the channel's strength in this specialized market.
- NDTV Group and NBC Universal had, in May 2008, entered into a strategic partnership for an effective indirect 26% stake in NDTV Networks Plc, the holding Company of the non-news business of the Group. We have now, through our overseas subsidiary, bought back NBC Universal's 26 percent indirect stake in NDTV Networks Plc to consolidate our position.
- Mr. Pramod Bhasin, CEO Genpact, has very kindly accepted the invitation to join the Board of NDTV.
- In the Airtel Indian News Broadcasting Awards (INBA) ceremony held in Delhi in August 2009, NDTV received five awards.

Dr Prannoy Roy, NDTV - The Hall of Fame for Lifetime Contribution to Industry

Barkha Dutt, NDTV 24X7 - News Television Editor-in-Chief of the Year 2009 (English)

Pankaj Pachauri, NDTV India - News Show Host of the Year 2009 (Hindi) for *Humlog*

Uma Shankar, NDTV India - News Reporter of the Year 2009 (Hindi) for *Mandir in Pakistan*

Deepti Sachdeva, NDTV India - NDTV Expose - *Babies at Risk*, Young Professional of the Year 2009 (under-30)

- NDTV HINDU is now on the DTH platform - Reliance BIG TV and Tata Sky, making it possible to watch NDTV HINDU anywhere in India.

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