

NDTV FINANCIAL RESULTS: Q1 FY 11-12

Highlights - For the quarter ending June 30th, 2011

Financial Highlights

- Standalone news revenues for Q1 rose by 52% from Rs.77 crore (includes other income of Rs 1 cr) in the same quarter last year to Rs. 117 crore (includes other income of Rs 21 crore) in the current quarter.
- Turnaround in PAT: Net profit after tax for Q1 stood at Rs 10 cr as compared to a loss of Rs24 crore in the same quarter last year.

Business Highlights

NDTV News: NDTV channels continue to be the most respected and credible in the business. The financials of business have turnaround this quarter on the back of a wider portfolio of income and lower dependence on ad revenues.

NDTV Convergence: Revenues have nearly doubled compared to first quarter 2010. Application downloads remain buoyant with both the cricket and news apps emerging as leaders with over 650,000 downloads. iPhone and iPad apps have climbed by 40% in the last quarter; android apps have seen a meaty growth rate of 60%. Page views for ndtv.com have been averaging close to 140 million per month, up from 95 million per month last year. Unique visitors have shown an increase of 50% YoY. A new stream of revenue opens up with mid-roll advertising, a first for a non-sports website in India. This feature is expected to boost video revenue by 100%. On mobile phones, Convergence has launched a series of new Health and other VAS packages.

NDTV Worldwide: Compared to last year, the revenues have risen by 82%. The business has expanded its service offerings into the regional markets across India and emerging markets in Asia. The company worked with the Beximco Group in Bangladesh to launch a world class 24 hour news & current affairs channel on July 28th 2011.

NDTV Lifestyle: Revenues increased by 40% over same quarter last year. NDTV Lifestyle focused on preparing and setting the stage for a significant scale-up of its flagship channel, NDTV Good Times this quarter. A distribution expansion exercise is underway and several "big shows" are in the pilot and production stages; these will be launched at appropriate times, over the rest of the year. "India's Most Haunted" - the much talked about

show was launched, showcasing reality supernatural sans sensationalism. The show has been well received by the audience and media.