

NDTV HIGHLIGHTS
EARNINGS RELEASE FOR THE QUARTER ENDED 31 DECEMBER 2013

Highlights
NDTV Standalone reports positive EBITDA of Rs 9.5 crore in Q3 as opposed to an EBITDA loss of Rs 5.8 crore in the previous quarter
Hindi News business remains buoyant; NDTV India reports robust revenue growth
NDTV announces the launch of NDTV Prime, the channel will be on air on 17 th March, 2014
NDTV Convergence continues to report sterling performance with a 59% increase in revenues on a Y-o-Y basis
Ethnic India reports incubation losses of Rs 11 crore; revenues up 390% on a Q-o-Q basis

NDTV PRIME TO LAUNCH ON 17th MARCH

NDTV Prime – a first-in-India channel concept – will be launched on 17th March 2014. While NDTV Profit will continue to offer views in-depth and credible business news and analysis during market hours, it will transform into a completely new channel - NDTV Prime – in the evening and weekends.

GRAPHITY: A PATH-BREAKING DEVELOPMENT

NDTV has become the second company in the world to develop a Personalized Gratification model: Graphity. This platform enables sending a personalized tweet or any other gratification. The Salman Khan starrer 'Jai Ho' used Graphity to send a personalized poster autographed by Salman Khan to anyone tweeting @BeingSalmanKhan with #jaiho. The response was impressive: 40,000 posters were dispatched within the first 48 hours.

NDTV.com registered approximately 550 million page views and approximately 40 million unique visitors during the month of December 2013, across mobile and web, making it India's leading news site.

25 GREATEST GLOBAL LIVING INDIAN LEGENDS: A UNIQUE EVENT

NDTV celebrated its 25 years of news broadcasting by felicitating the '25 Greatest Global Indian Living Legends'. During the day, the brightest Indian minds, both from within India and globally,



discussed possible solutions to the key issues facing the country. Later, that evening, the Legends were personally felicitated by the President of India, Shri Pranab Mukherjee, at a ceremony held at the Rashtrapati Bhawan.

For further information please contact

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