



NDTV FINANCIAL RESULTS: Q4 and Annual FY 09-10

Result Highlights (NDTV Standalone)

For the quarter ending March 31st, 2010

- EBITDA for the quarter improved to Rs 8 crores as compared to a loss of Rs 55 crores in the same quarter last year.
- PAT: The Company has substantially reduced its loss from Rs 45 crores in the same quarter last year, to Rs 5 crore in the current year.

For the year ending March 31st, 2010

- NDTV's operating revenues for FY '10 at Rs 305 crores compared to Rs 289 cr for FY '09
- EBIDTA for the FY '10 saw a huge turnaround to hit Rs 25 crores, compared to a loss of Rs 52 cr for FY '09
- PAT: As a result of cost efficiencies, the Company has reduced its net loss to Rs 21 crores for FY '10 compared to a net loss of Rs 73 cr for FY'09

Business Highlights

- Acquisition of a majority stake in NDTV Imagine by Time Warner was completed on 23 February 2010.
- NDTV Worldwide has signed a consultancy agreement with Malaysia's Astro Awani Networks to offer operations and strategic management support to its channel Astro Awani, for a further period of 2 years.
- NDTV has signed a multi-year distribution agreement for all its channels with Comcast, the largest cable MSO in US & the world with over 27 million households.
- Multi-year distribution deal with Airtel DTH for all NDTV channels was signed. This also includes a deal to power their lifestyle interactive application. The viewers will now be able to watch their favorite fashion & lifestyle shows from NDTV Good Times through this lifestyle interactive application. NDTV is the first broadcaster to have such a tie-up in this segment. NDTV 24x7 was also the first English news channel to launch the interactive News application on Airtel DTH as well.
- NDTV has increased its international footprint with the launch of its channels in Central Africa - Kenya, Uganda, Tanzania, Burundi, Congo, Eritrea, Ethiopia and Rwanda. NDTV 24x7 is already present in the rest of the African continent – namely South Africa, Zimbabwe, Namibia, Angola, Botswana, Malawi, Mozambique, Swaziland and Zambia. NDTV channels are now viewed in over 50 countries.

News Channels

- NDTV became the only Indian broadcaster invited to host a debate at 2010 World Economic Forum which was held in Davos from 27-31st Jan '10. NDTV also set up a special studio at Davos and brought to its viewers 25 hours of live and continuous coverage of the event spread over 5 days. This special coverage of WEF Summit at Davos was telecast in India, Asia, around the world and even in Davos.
- NDTV Profit and NDTV 24x7 combined their resources to give an uninterrupted and in-depth analysis of the Railway as well as Union Budget. NDTV's experienced anchors and reporters, based with the CII in Delhi, exclusively in the board room of the BSE in Mumbai and in the top corporate offices across the country, probed into Corporate India's immediate reaction and outlook.
- The second edition of NDTV Toyota's **Greenathon** – 24 hour live programming on 6th & 7th March, 2010 - has been a huge success and has helped raise Rs 3.92 crores to light up 157 villages across India as part of TERI's Lighting a Billion Lives initiative once again reaffirming NDTV's commitment to the environment. This year the event was truly larger than life both in its magnitude and in what it achieved.
- NDTV has joined hands with Aircel for the **Save Our Tigers** campaign. Through the campaign, NDTV and Aircel will bring forth a common agenda to save our tigers. Actor Amitabh Bachchan will play a key role as the campaign ambassador in this initiative.
- During the quarter NDTV also announced its much anticipated and prestigious **Indian of the Year Awards 2009** in a ceremony held in Delhi on 24th February. This year as NDTV completed 21 years, the award also saluted icons of change for the past 21 years.
- NDTV has yet again emerged as the channel with the best talent in journalism and media technology, bagging Commonwealth Broadcasting Association's (CBA) Broadcasting Awards for 2010. The awards won were: **One World Media Award for Extending Audience Reach** to Priyanka Kaul, Division Head, Special Projects and Smeeta Chakrabarti, Supervising Producer for The Greenathon; **CBA-IBC Award for Innovative Engineering** to Jay Chauhan, VP Technology for Yoda – Multi production system in a laptop.
- Vikram Chandra was felicitated with the **Media Excellence Award 2010**
- NDTV made a clean sweep at the recently held **News Television Awards 2010**, bagging a total of 18 of the 30 awards. The channel was recognised for its exceptional programming in various categories. Prominent winners included Barkha Dutt, Vinod Dua and Nidhi Kulpati.
- The Jammu and Kashmir Government has awarded Nidhi Razdan for her outstanding contribution in the field of journalism in Kashmir.

NDTV Goodtimes & NDTV Convergence

- NDTV Good Times has forayed into events. The inaugural event on February 12 saw NDTV Good Times celebrate the new season of its flagship style show '**I'm Too Sexy for My Shoes**'. The event was attended by the who's who of the fashion world. During the quarter, new season of "**Royal Reservation**" was also launched at The Imperial, New Delhi.
- NDTV Convergence supported the NDTV Greenathon event, by operating NDTV's first "webathon"....24 hour live updates, chats with celebrities, etc. NDTV Profit.com was re-launched with enhanced features. NDTV Convergence also partnered with IndiaProperty.com, India's leading property portal, to power its online property vertical - NDTV Property (property.ndtv.com). Convergence consistently breached the 100 million page views per month barrier in the last quarter with a significant increase in unique visitors per month

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