

# READY FOR THE FUTURE



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# NDTV 25 YEARS OF LEADERSHIP

**1988**

**THE WORLD THIS WEEK**

Nominated as one of India's 5 best television programmes since Independence

**1998**

**STAR NEWS**

Content provider for India's first private 24 hour news channel

**2003**

NDTV 24x7, NDTV INDIA launched

**2007**

NDTV GOOD TIMES launched

**1995**

**NEWS TONIGHT**

The first private news daily on monopolistic national channel (Doordarshan)

**1998**

**www.ndtv.com launched**

Amongst the earliest news broadcasters to launch a website

**2005**

NDTV PROFIT launched

**2014**

NDTV PRIME launched



# THE NDTV STORY

- India's #1 most trusted media brand across all newspapers and TV channels <sup>(1)</sup>
- Strong digital presence – one of the top premium content portals in the country
- #1 in viewership among all English News channels in India <sup>(2)</sup>
- NDTV channels reach 72 countries across the world

(1) All India Brand Trust Ranking 2014 Brand Trust Report

(2) Based on independent survey of a 90,000 + sample by Hansa Research



# CHALLENGES

- **Implementation delay in digitization, which affects**
  - **increase in subscription**
  - **dip in carriage fee**
- **Ad Revenues growth sluggish because rating system still flawed**
- **Margins under pressure due to high fixed costs**



# ACTIONS TAKEN SO FAR

## Internal Measures

- **Focus on special events**
- **Introduction of pre-sponsored bands, beginning with NDTV Prime**
- **Cost Optimization drive based on study done by E&Y**
- **NDTV Profit restructured – personnel and overhead cost brought down substantially**
- **NDTV Goodtimes restructured – extensive cost cutting measures implemented**



# ACTIONS TAKEN SO FAR

## External Measures

- **Pushed Digitization through active industry representation...**
  - **Phase I & II of digitization rolled out; however financial benefits yet to fully accrue**
  
- **Successfully challenged current rating system**
  - **New rating system being launched with a mandate to increase sample size to 50,000 within the next 4 years.**



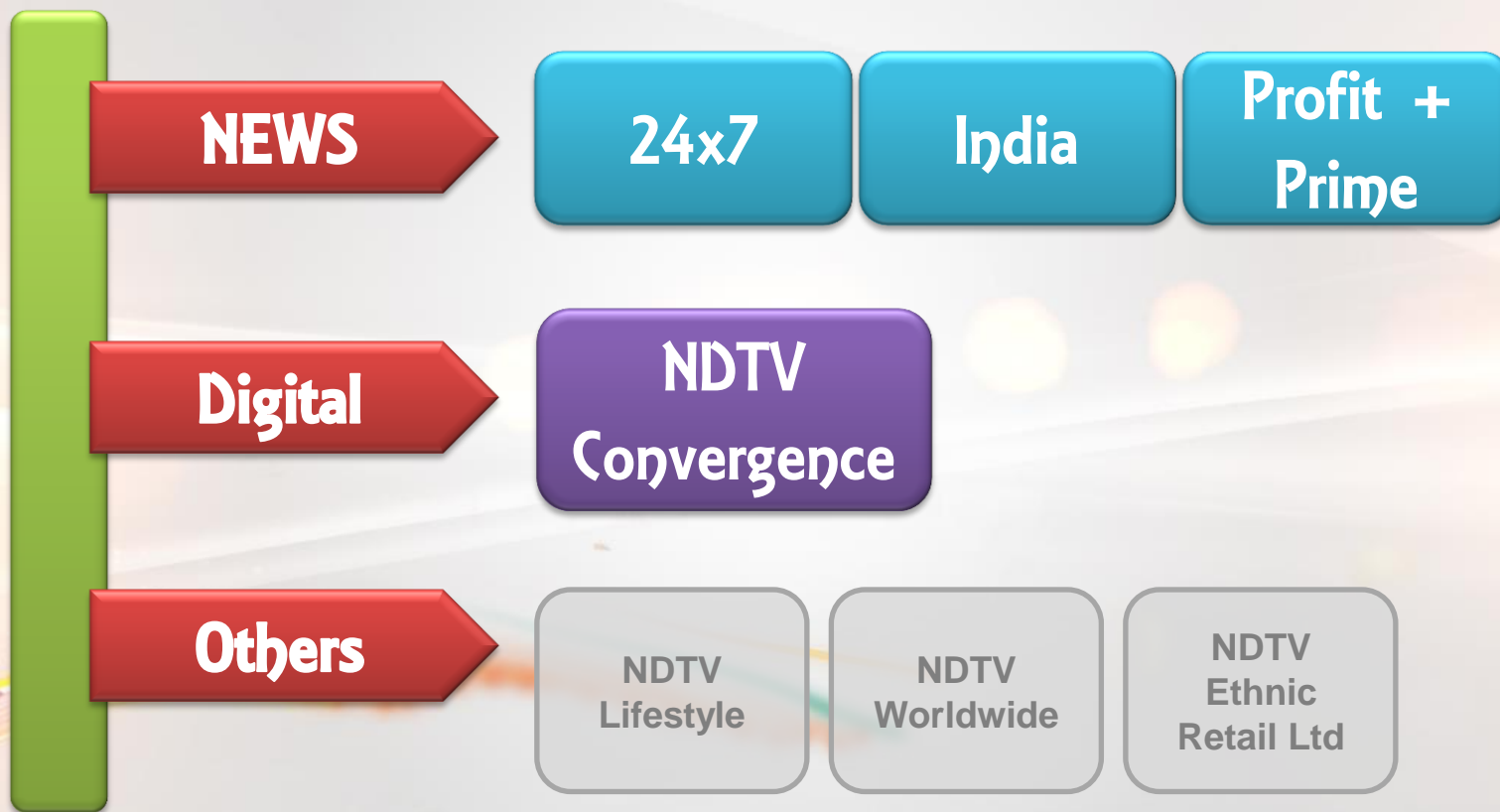
# THE ROAD AHEAD

- **Focus on core businesses for growth, while cutting losses in non core businesses**
- **Continue to invest in our online assets to benefit from the digital revolution**
- **Explore all options, including restructuring, to help shareholders of NDTV unlock and maximize value**





# SUM OF PARTS





# NDTV 24x7 PROFITABILITY CONTINUES

- ❖ India's leading 24 hour English news channel
- ❖ Strongest talent pool with India's most reputed anchors and journalists
- ❖ Average annual profits over last 3 years : Rs. 40 crore
- ❖ Widest international distribution across all news channels in India
- ❖ Unrivalled viewership (50% plus): Based on 6 independent surveys



NEWS

24x7

India

Profit/Prime

10



# NDTV INDIA EBITDA BREAK EVEN IN FY 14

- ❖ NDTV India, historically a loss making channel, has clocked record breaking revenues in FY 2014 and achieved EBITDA breakeven
- ❖ Content Strategy that offers high quality news programming relevant to the Hindi speaking heartland
- ❖ Offers viewers credible news reportage in a market cluttered with sensational/tabloid journalism



NEWS

24x7

India

Profit/Prime

11



# NDTV PROFIT/PRIME- REVAMPED INTO DUAL CHANNEL & GAINING TRACTION

- ❖ NDTV profit has averaged losses of Rs. 40 crore / annum for the last 5 years; it has been the biggest drain in NDTV's P&L
- ❖ NDTV Profit restructured – personnel and overhead cost brought down substantially
- ❖ NDTV Profit & NDTV Prime launched as India's only 2- in- 1 channel
  - ❖ Business News - 9am and 5pm on weekdays; Entertainment /Prime - Rest
- ❖ High revenue visibility - Prime launched with pre sponsored specialty bands like Technology, Auto, Property.
  - ❖ Channel Sponsor Micromax and NSE
  - ❖ Specialty bands sponsors include MRF, Supertech, Cromax, Toshiba, Spice etc
- ❖ As a result we hope to approach financial sustainability by next year

NEWS

24x7

India

Profit/Prime

12



# NDTV CONVERGENCE

**40 million+**  
unique visitors a month

**2.4 billion+**  
minutes  
of premium videos streamed  
per annum

**7.5 million+**  
app downloads

**5 billion+** pageviews  
per annum

Digital

Convergence

- 1 Across Web + WAP + APP
- 2 Source: Google Analytics



# NDTV CONVERGENCE

**Most followed Indian  
company on Twitter**

**Best English News  
Website**

**-ENBA, 2013**

**Special Award for  
Innovative Leadership in  
Apps Development**  
**-6th News Television Awards**

**1st in India to launch  
second screen & an  
iOS7 news app**

**1<sup>st</sup> Indian company to  
have developer room on  
iOS**

**NDTV app among top 25  
iOS apps downloaded in  
India**

**Digital**

**Convergence**



# NDTV CONVERGENCE THE NEXT BIG WAVE

NDTV.COM recorded the highest ever Internet traffic seen on any Indian website on a single day

**16 May'2014  
Statistics**

- **13 billion+ hits on NDTV.COM**
- **11.6 million unique visitors & 117.7 million page views** across all platforms
- Number of **concurrent** users hit an **all-time high of over 500,000 users**, according to Google Analytics.
- **Over 200,000 concurrent users** watched **video** on the website

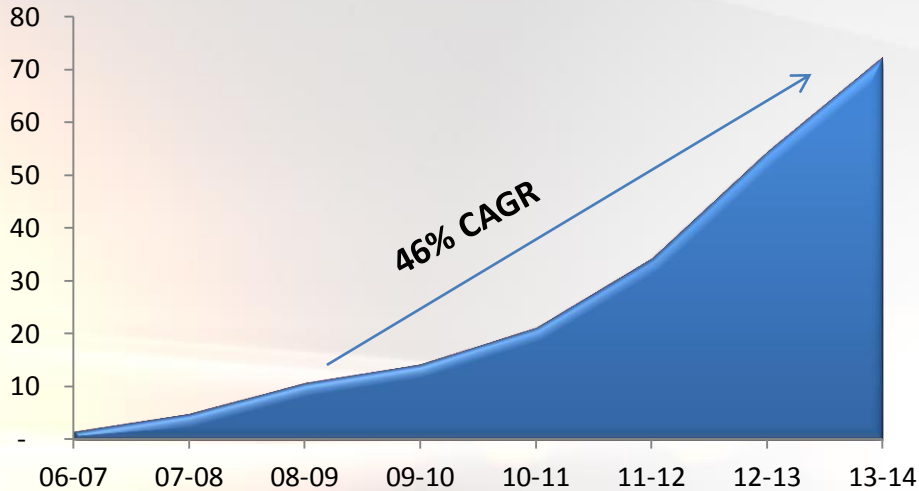
Digital

Convergence

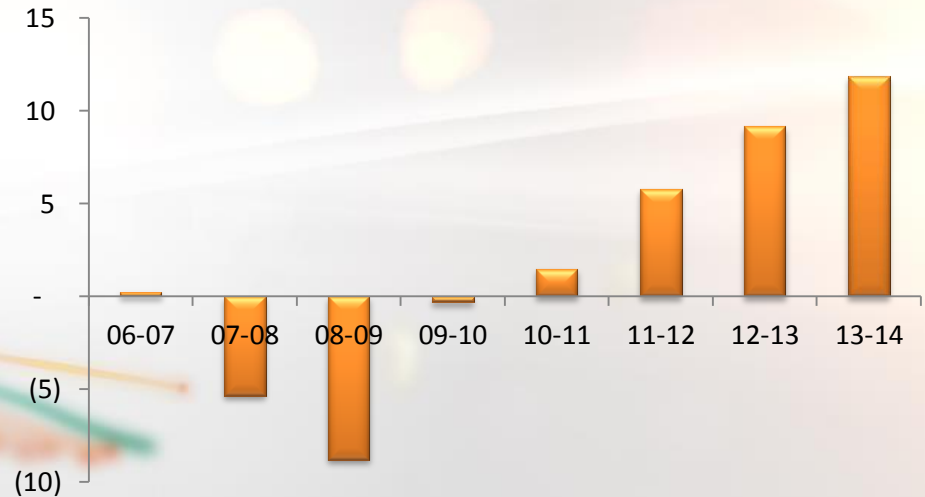


# NDTV CONVERGENCE REVENUES GROWTH

Revenue RS. Crore



EBITDA RS. Crore



**Revenues growth @ CAGR 46 % in last 6 years**

Digital

Convergence





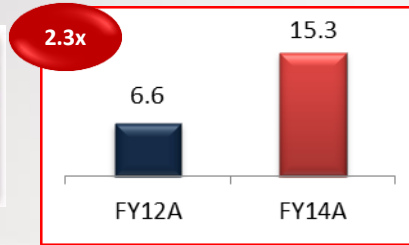
# NDTV CONVERGENCE – IMPRESSIVE GROWTH ACROSS ‘NICHE VERTICALS’

## Flagship / Established Properties<sup>1/2</sup>

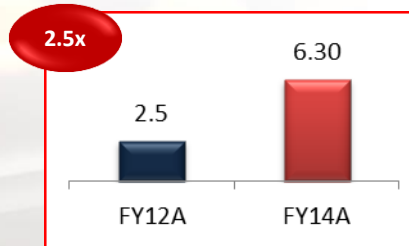
### Average Monthly UVs (Mn)



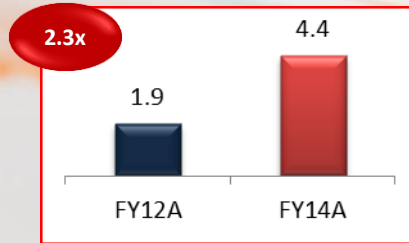
NDTV News



NDTV Sports



NDTV Movies

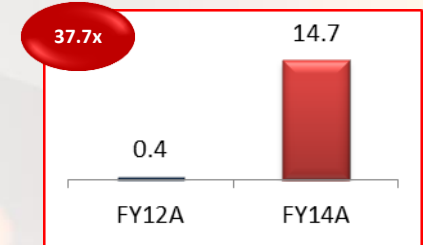


## Emerging Leaders<sup>1/2</sup>

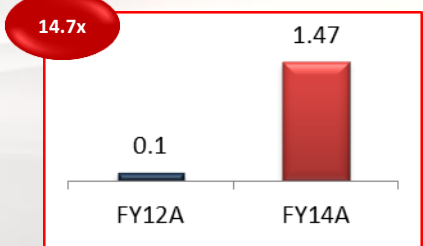
### Average Monthly UVs (Mn)



NDTV Gadgets



NDTV Cooks



NDTV Auto

- Launched in Feb 2014
- Average monthly UV @ 1.37 Mn

Digital

Convergence

1 Across Web + WAP + APP  
 2 Source: Google Analytics



# OTHER VERTICALS

## NDTV Goodtimes

- India's first lifestyle channel
- **Distributed internationally** - 13 countries
- **Revamped positioning** - 'India's Youngest Lifestyle Channel'

## NDTV Worldwide

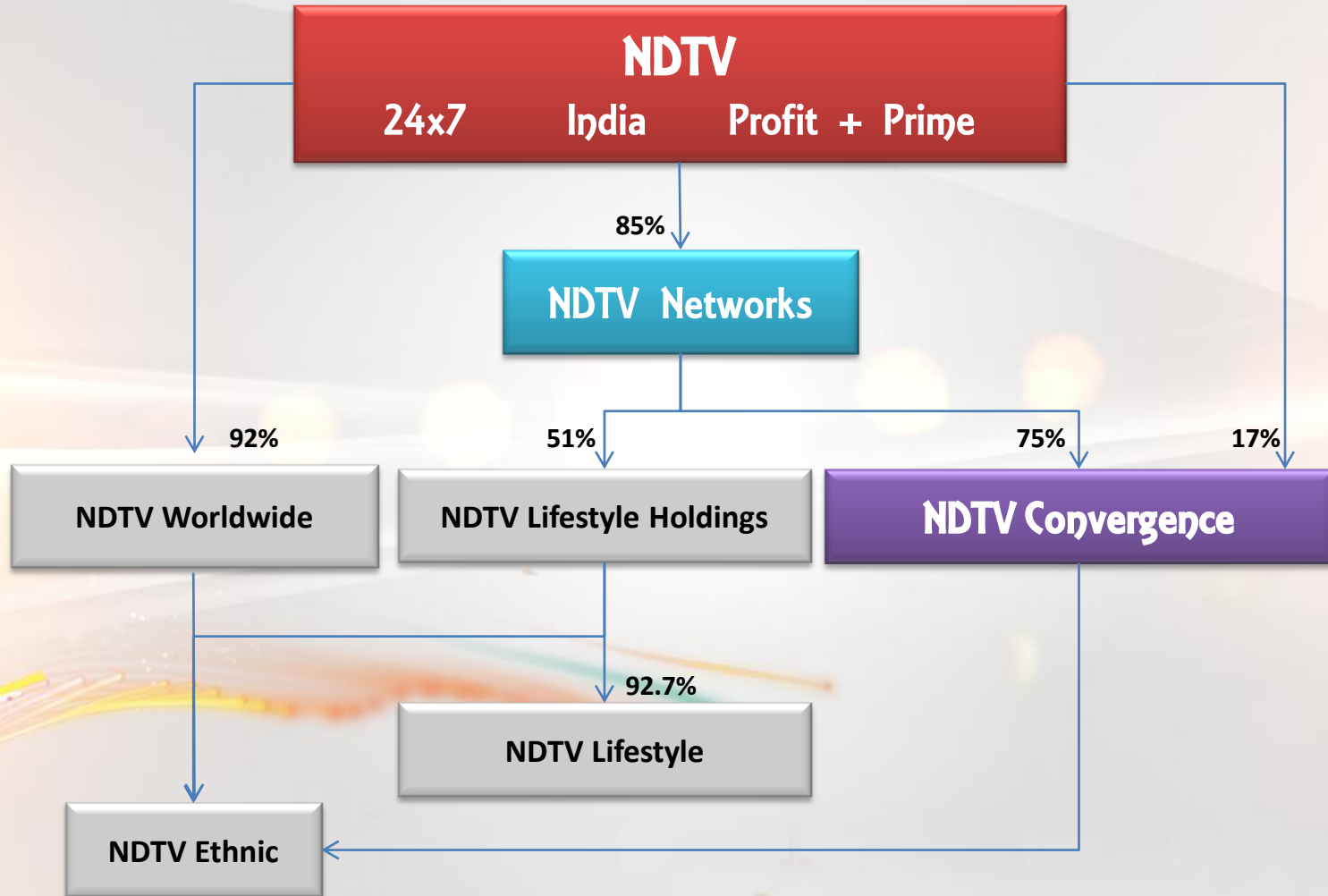
- Media consultancy services company
- Sets up & manages new channels a turn-key solution for its clients

## NDTV Ethnic retail

- **IndianRoots.com, NDTV Ethnic's latest ventures set up last year, is fast growing**
- **No. of Brands: 500**
- **No. of Designers: 50**
- **Visitors: 200+ Countries ; Order's Shipped: 70+ Countries**
- **Biggest Markets: USA, followed by India**



# NDTV ORGANISATION STRUCTURE



**(\* As on September 30, 2014  
Refer annexure for details chart**



# NDTV GROUP CURRENT SITUATION

**Sum of parts of NDTV group assets is not reflected in the market cap of NDTV**

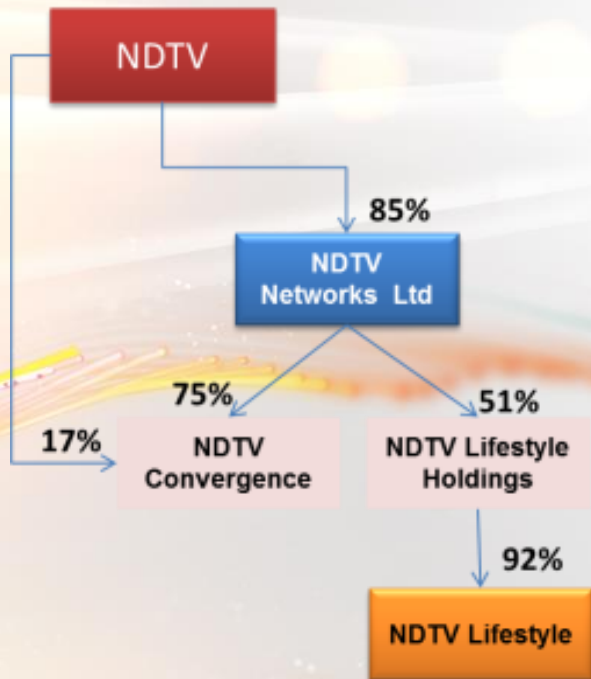
**This is particularly true for the value of its digital assets**



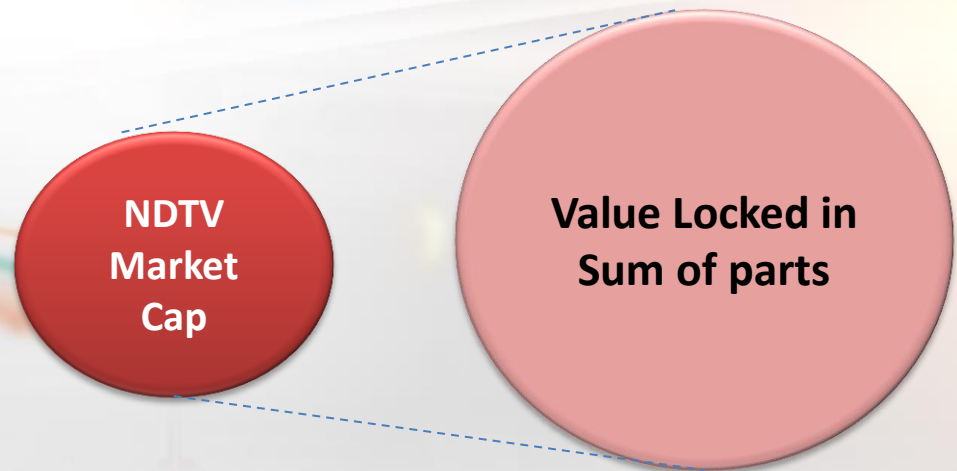
# NDTV GROUP UNLOCKING VALUE

The Board of Directors of NDTV has mandated the management to explore means of unlocking sum of parts shareholder value through various methods including restructuring or private placement in NDTV Convergence Limited and/or other subsidiaries.

Current Structure



Value Locked in Sum of parts



# Thank You

# Appendix



# NDTV ORGANISATION STRUCTURE

Organisational Structure Chart (As on September 30, 2014)

Details of All Direct and Indirect Holdings

