

**Ready For The Future**

# 25 YEARS OF LEADERSHIP

## AT THE FOREFRONT OF NEWS & MEDIA REVOLUTION

**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**

**2005**  
**NDTV**  
**Profit**

**2007**  
**NDTV**  
**GOOD**  
**TIMES**

**2014**  
**NDTV**  
**Prime**

**1995**

**NEWS TONIGHT**

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

**1998**

**www.ndtv.com**

Amongst the earliest news broadcasters to launch a website



# THE NDTV NETWORK

- Iconic brand
- Premium content
- Most trusted media brand
- Strong appeal for the global Indian

# VALUABLE PLATFORM

## *To reach key demographics*

- NEWS : NDTV 24x7, India, Profit
- LIFESTYLE : NDTV GOODTIMES
- ENTERTAINMENT : NDTV Prime
- DIGITAL : ndtv.com, NDTV Mobile
- MEDIA CONSULTANCY : NDTV Worldwide
- E-COMMERCE : Indianroots.com

# NDTV 24X7

- Flagship English News Channel
- India's most reputed anchors and journalists
- Unrivalled viewership (**50% plus**)
- Average annual profits over last 3 years : **Rs. 40 crore**

# NDTV India

- The only credible and non-tabloid Hindi news channel
- Steady, loyal viewership
- Strengthening revenues
- **Record breaking revenues** in FY 14



# NDTV Profit & NDTV Prime

- India's only dual channel
- Smart business news 9am – 5pm
- High quality, premium content in the evening
- **High revenue visibility**: Sponsor driven band model

# NDTV CONVERGENCE - ndtv.com

- 5 billion+ web page views/year
- Over 35 million unique visitors/month
- 2.4 billion minutes of premium video streamed in 12 months
- 5 million+ downloads of iOS and Android apps
- NDTV Gadgets is India's number 1 gadget website



# NDTV Lifestyle

- For the aspiring urban Indian viewer
- Cutting edge shows for young Indians
- Strategic Investment by Astro All Asia Networks, PLC
- Cash in books **\$20 million (Rs. 120 crore)**

# NDTV Worldwide

- Global media consultancy
- Sets up and manages new channels on turnkey basis
- Profitable from year 1 of full operations

# NDTV E-COMMERCE

- NDTV's E-Tailing venture  
[www.indianroots.com](http://www.indianroots.com)
- Offers products from India's top designers and over 110 leading ethnic brands
- Early traction from global Indians

# COMPELLING STRATEGIC OPPORTUNITY

## NDTV 24x7

- Average Annual Profit (last 3 years): Rs. 40 crore

## NDTV India

- Record breaking revenues in FY 14

## NDTV Profit & Prime

- Pre-sponsored bands to negate previous losses

## NDTV Lifestyle

- Astro's initial investment: \$80 million
- Cash in books of Rs. 120 crore

# CATALYSTS FOR VALUE CREATION

## NDTV Convergence

- Revenue growth of CAGR of more than 55% over last 6 years

## indianroots.com

- Achieved cash break-even in Year 1
- Early investment at attractive valuation

# LONG TERM GROWTH DRIVERS

## DIGITISATION

- Significant savings in carriage fee
- Increase in subscription revenues; gains expected to accrue over time

## INDUSTRY GROWTH POTENTIAL

- **Over 2x growth** forecast from 2013 to 2018
- From \$7 billion to \$15 billion
- Making India **one of the fastest growing TV markets in the world** with a 2013 –2018 CAGR of 16%

## DIGITAL ADVERTISING INDUSTRY

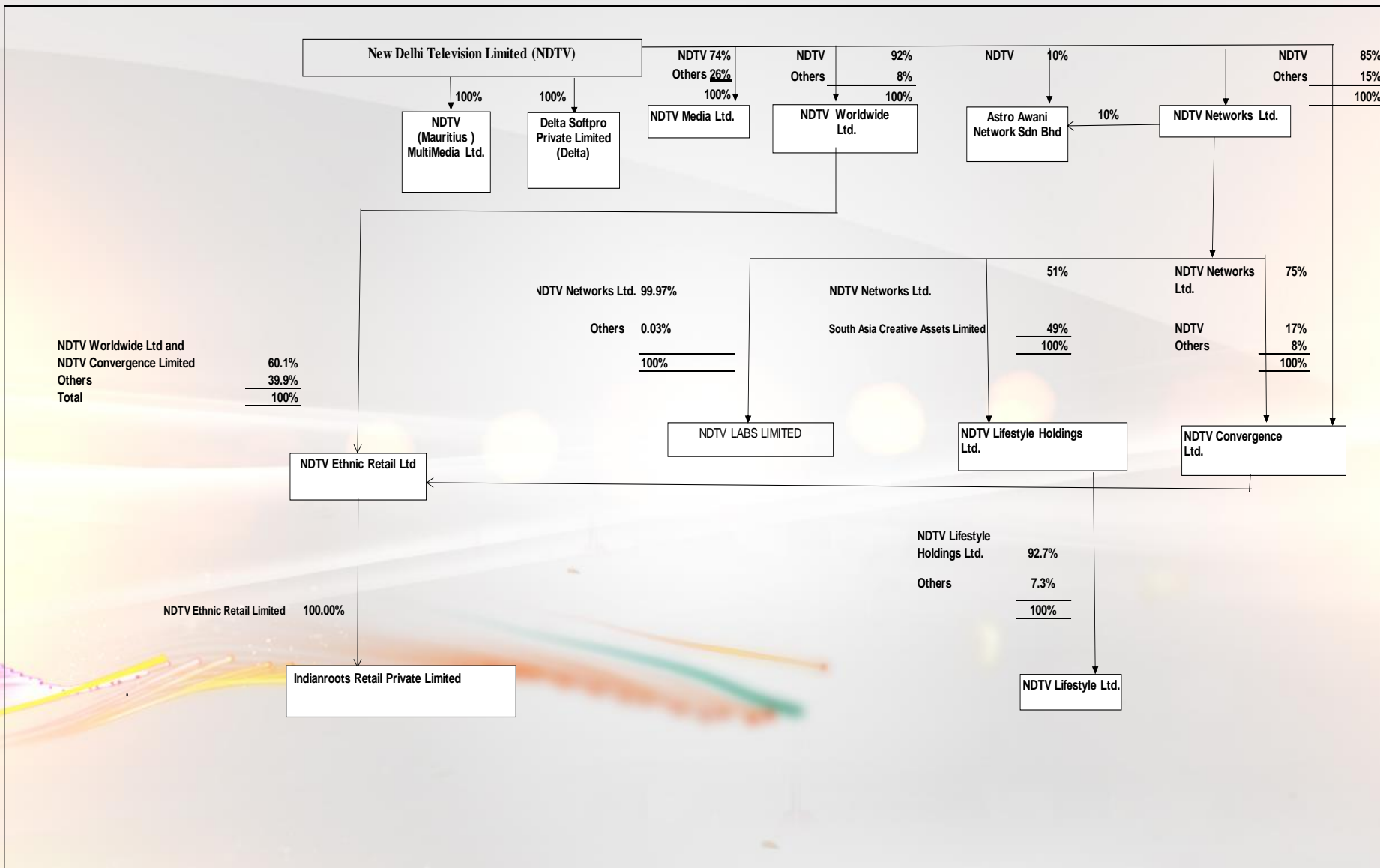
- **Over 3.4x growth** forecast from 2013 to 2018
- From \$0.5 billion to \$1.7 billion



# EXPERIENCE COUNTS

- Experienced management and editorial team with average tenure in the company of 15+ years
- Proven track record of innovation, cost control and growth
- Balanced and disciplined financial strategy

# Organisational Structure Chart as on March 31, 2014



# BUSINESS-WISE PERFORMANCE

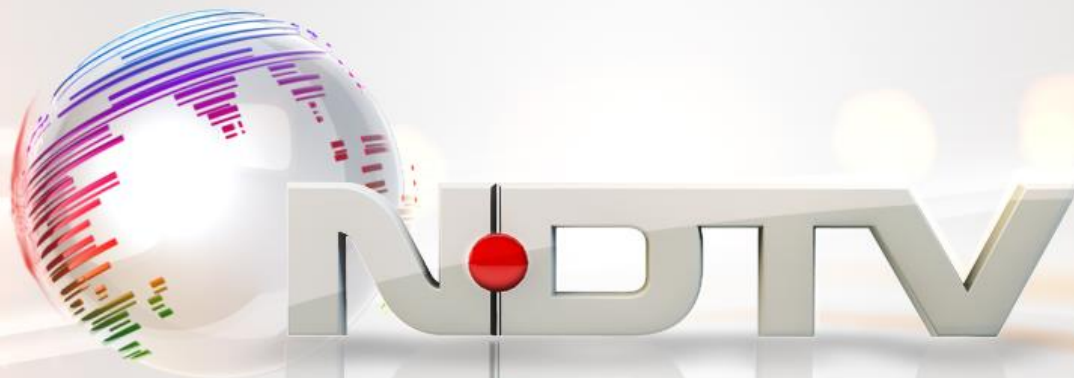
*Amt in ` Cr*

PARTICULARS	FY 12	FY 13
<b>Revenue</b>		
General News	277.0	280.9
Business News	58.2	54.2
Infotainment	63.9	68.1
Web	33.6	50.9
Consultancy	22.6	25.7
Corporate	62.6	71.9
One Time Adjustments	57.3	26.2
<b>Total</b>	<b>575.2</b>	<b>577.9</b>
Less: Inter Segmental Revenue	(68.9)	(26.5)
<b>Total</b>	<b>506.3</b>	<b>551.4</b>
<b>EBITDA</b>		
General News	35.6	50.3
Business News	(29.8)	(24.0)
Infotainment	(16.2)	(11.4)
Web	5.4	9.4
Consultancy	11.0	8.2
Corporate	5.3	(15.0)
One Time Adjustments	(7.6)	13.8
<b>Total</b>	<b>3.7</b>	<b>31.2</b>
<b>EBITDA Margin</b>		
General News	13%	18%
Business News	-51%	-44%
Infotainment	-25%	-17%
Web	16%	18%
Consultancy	49%	32%
Corporate	9%	-21%
One-Time	-13%	53%
<b>Total</b>	<b>1%</b>	<b>6%</b>

## Disclaimer

*“The information contained in presentation may contain certain forward-looking statements, including statements regarding plans, objectives and expected performance. Such statements are based on management's current expectations and assumptions regarding the Company's business and performance, the economy and other future conditions and forecasts of future events, circumstances and result and are, therefore, subject to certain risks and uncertainties. The Company's actual results may vary from those expressed or implied in its forward-looking statements. Important factors that could cause the Company's actual results to differ materially from those in its forward-looking statements include government regulation, taxation, disputes, and economic, strategic, political and social conditions etc. Any forward-looking statement made by the Company speaks only as of the date on which it is made. You are cautioned not to place undue reliance on the forward-looking statements.*

*Neither Company name nor their respective directors undertakes any obligation in respect of, and do not intend to update or revise any forward-looking statements except as required by the Code or pursuant to applicable law”.*



**THANK YOU**