



Network 18

Corporate Presentation

June 2009



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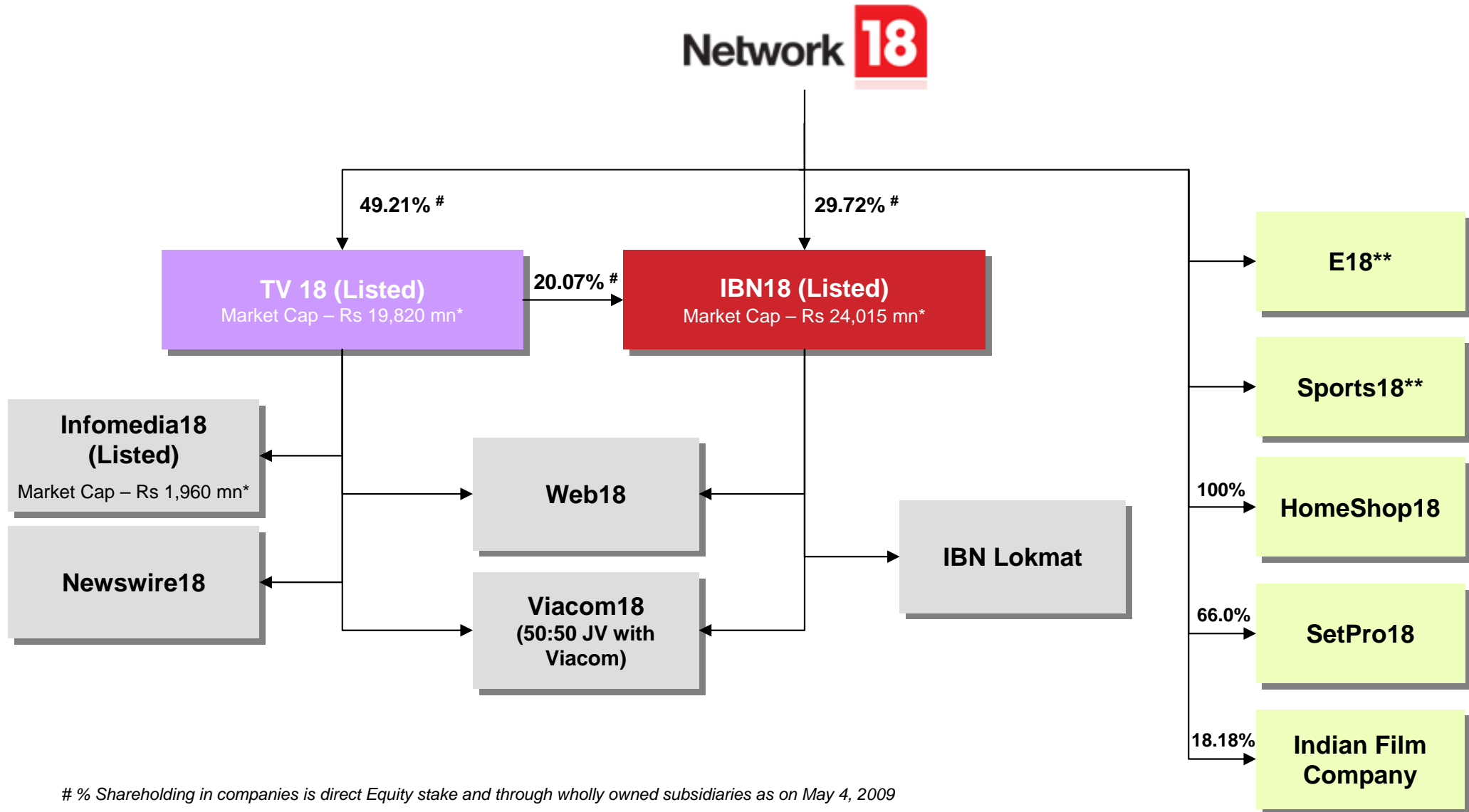
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All financial data for the nine month period ended December 31, 2008 is unaudited.

Network18 – Group Structure



% Shareholding in companies is direct Equity stake and through wholly owned subsidiaries as on May 4, 2009

* As on June 4, 2009

** Divisions of Network 18 – E18 : Event Management; Sports18 : Sports Marketing

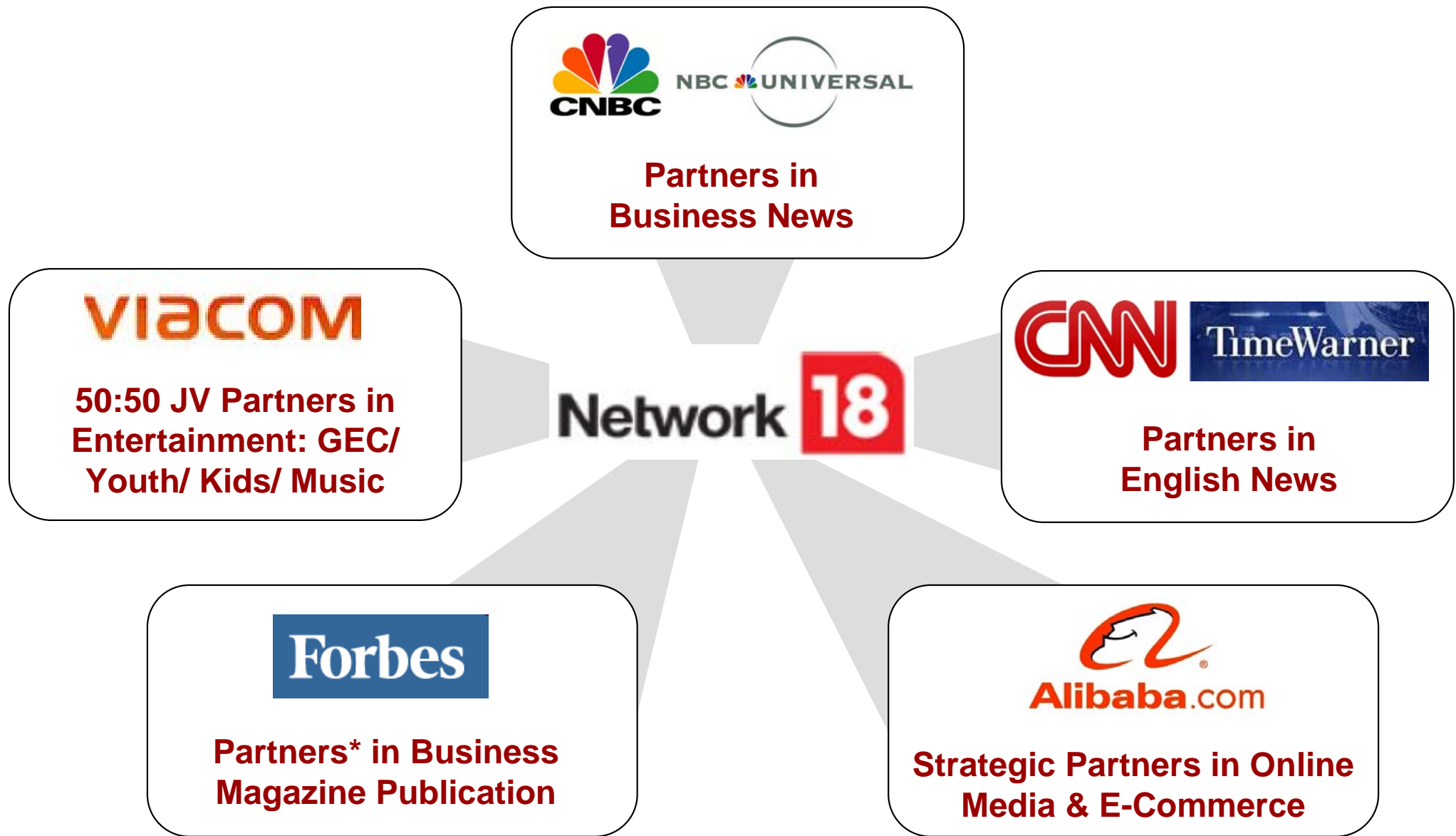
Consolidated Play on Multiple Mediums



Comprehensive Bouquet of Media Offerings

*Through Digital18 Media, an affiliate of Network18 Group

Partner of Choice for Global Media Giants



**Through Digital18 Media, an affiliate of Network18 Group*

Reputed and Experienced Management Team

Name	Designation
Mr. Raghav Bahl	Managing Director, Network18
Mr. Haresh Chawla	Group CEO, Network18
Mr. R.D.S Bawa	CFO, Network18 Group
Mr. B. Sai Kumar	COO – Network18 Group
Mr. Sameer Manchanda	Joint Managing Director, IBN18 Broadcast Limited
Mr. Anil Srivastava	Senior Vice President, Corporate Affairs and Company Secretary, TV18
Mr. Anil Fernandes	Senior Vice President, Legal and Corporate Affairs
Mr. Sunil Alimchandani	Vice President, Finance and Accounts
Mr. Piyush Gupta	Operations Director and CTO – Broadcast
Mr. Sanjay Sharma	Director Operations of Network18
Mr. Rajneesh Singh	Group Head of Human Resources
Mr. Sarbvir Singh	Managing Director, Capital 18 Media Advisors
Mr. Farhad K Wadia	CEO, E18

Strategic Vision

- ◆ Network18's multi-platform model provides long term scalability across businesses
- ◆ Collaboration with the Strategic Partners provides significant synergies and greater market visibility
- ◆ Strong brand equity along the Emerging Themes - Convergence, Digitisation & Regional Media

Leadership & Team

- ◆ Promoter – A First Generation Entrepreneur
- ◆ Strong, Committed & Experienced Management Team with a proven track record



A Powerhouse in Business News, Web & Print



- ◆ One of India's leading English language business news channel
- ◆ Led English business channels with a market share of 71%* for 3 months period ended March 31, 2009
- ◆ Awarded the 'Best News Channel (Critics' Choice)-Business' and the 'Numero Uno Business News Channel' by NT Awards and the 'Best Business Channel' by Indian Telly Awards (2008)



- ◆ Launched in 2005 to specifically target Hindi speaking consumers, retail investors and businessmen
- ◆ Provides information on areas such as stock markets, commodities, consumer products and financial planning
- ◆ Led the Hindi business channels with a market share of 54% (Zee Business - 46%)** for the four week period ended May 16, 2009

Consistent Leadership in 24-hour Business News Channels

*Source: TAM, TG:CS AB Male 25+, Market: All India, All days, 600-2400 hrs

** Source: TAM, TG:CS AB Male 25+, Market: HSM, week 17 – 20 2009, All days, 0600-2400 hrs

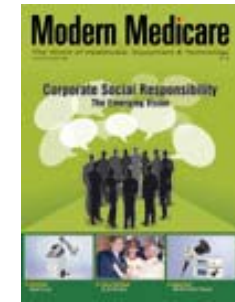
	<ul style="list-style-type: none"> ◆ One of India's leading general interest web destination ◆ Allows to attract and retain greater numbers of users and drive traffic within our network
<p><i>moneycontrol.com</i></p>	<ul style="list-style-type: none"> ◆ Asia's largest website in the news and financial services domain* ◆ Premier end-to-end business and finance portal for Indian consumers and market watchers
	<ul style="list-style-type: none"> ◆ Interactive website providing regular news updates ◆ Provides dynamic online content including streaming video feeds from CNN IBN
	<ul style="list-style-type: none"> ◆ Provides real-time information on the financial market for equity traders and investors
	<ul style="list-style-type: none"> ◆ Comprehensive recruitment and solutions provider ◆ Over 5,000 corporate clients in India and over 20,000 live jobs in India across various sectors
	<ul style="list-style-type: none"> ◆ Complete coverage on domestic and international cricket
	<ul style="list-style-type: none"> ◆ Coverage of real time market information and live interplay between various market participants ◆ Subscription driven, with subscribers to website and SMS Services across India, Nepal, HongKong & Singapore
	<ul style="list-style-type: none"> ◆ Provides online booking facilities for movies, concerts and plays at various theatres and shows across India

Comprehensive Portfolio of Web Properties in India

*Source: www.alexa.com



- ◆ TV18 acquired controlling interest in Infomedia18 in August 2008
- ◆ Publisher of Business and Consumer directories and special interest publications
- ◆ Infomedia Yellow Pages rated as having highest readership among all English publications by Indian Readership Survey 2008
- ◆ Trade Publishing: 19 Leading Titles in Special Interest (12 in B2B & 7 in B2C) Segments
- ◆ Cooperation agreement with Alibaba.com, an international B2B company
- ◆ Company Positioning to Become Strong Local Search Player (in voice & internet)



Strong Presence in Publishing and Printing



- ◆ **Provider of Real Time Market Data & News**
- ◆ **More than 100 editorial staff across 9 bureaus**
- ◆ **Comprehensive coverage of the Indian Economy and Financial Markets**
- ◆ **Publishes MoneyWire, EquityWire, CommodityWire and FundWire**

Among Few Companies Globally Having Proprietary Real Time Market Data Platform

TBN 18 The Leading News & Entertainment Company

News



CNN IBN: English News Channel



IBN7: Hindi News Channel



IBN Lokmat: Marathi News Channel

Entertainment

(under Viacom18)



Colors: Hindi GEC
(General Entertainment Channel)



MTV: Youth/ Music Channel



Nick: Kids Channel

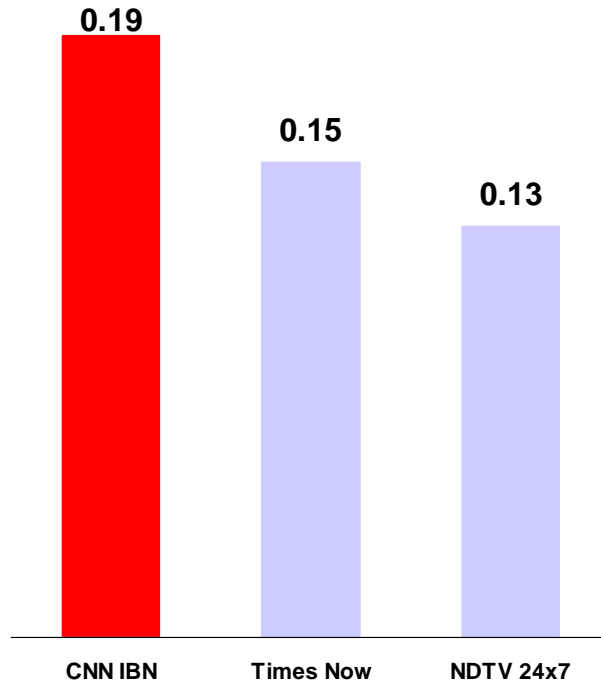


VH1: International Music/ Lifestyle

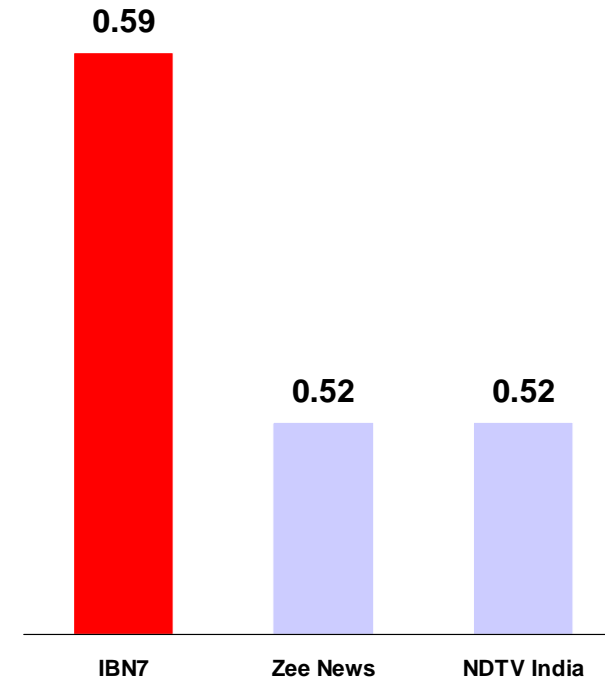
Leading English and Hindi News Channels



CNN IBN vs Peers - Channel Shares (%) ¹



IBN7 vs Peers - Channel Shares (%) ²



- ◆ Won 11 Indian News Television awards including the Best English News Channel in 2008
- ◆ Leading channel during the polling days and the vote counting on May 16, 2009

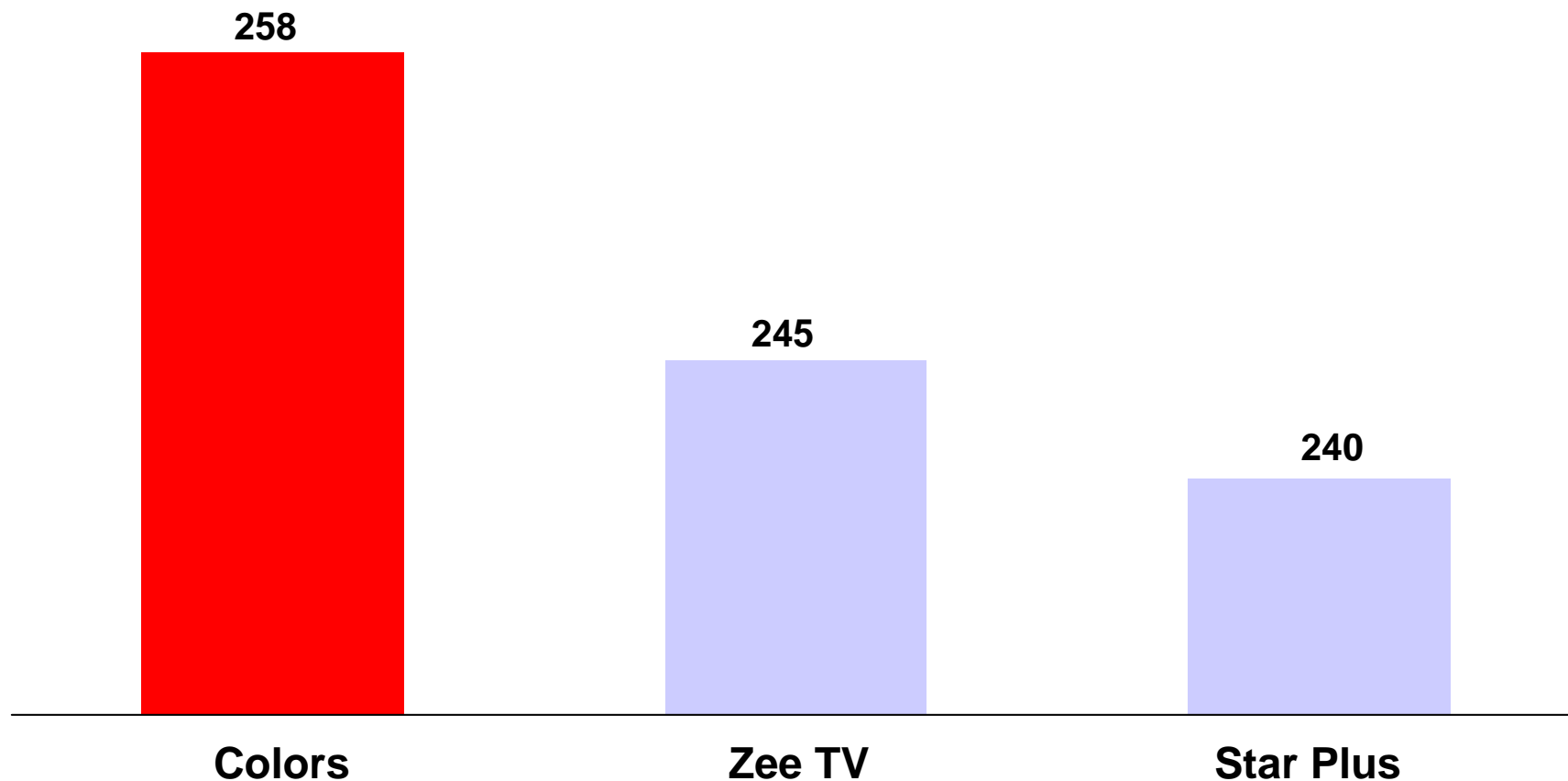
- ◆ Ahead of veteran channels like Zee News and NDTV India

¹ Source: CNN IBN-TAM, CS 15+, Markets: All India; Period: May 10-16, 2009, Daypart: 06:00-24:00; Channel Shares (%)

² Source: IBN7-TAM, CS 15+, Markets: HSM; Period: May 17-23, 2009; Daypart: 06:00-24:00; Channel Shares (%)

Viacom18: Colors - The Game Changing Hindi GEC

Week 22, 2009 TAM GRPs : Colors vs Other GECs¹



Colors Broke Star's 9 Year Hold On No. 1 Position In 9 Months*

¹ Source: TAM, CS 4+, Market: HSM; GRPs; Wk 22: May 24-30, 2009

* News Reports

Viacom18:

Growing Play in Entertainment



Youth Entertainment and Lifestyle channel

- ◆ 24-hour Hindi music channel with a mix of music and non-music programming
- ◆ Caters to interest of audience in the age group of 15-34 years
- ◆ Popular TV programs include 'MTV Roadies' and 'Splitsvilla' reality TV shows



Tier I Kids Entertainment Channel

- ◆ 24-hour children's TV channel catering to 2-14 year olds
- ◆ Programming content includes animated series, live-action shows, comedy, game shows, hosted shows etc.



Leading International Lifestyle Channel

- ◆ 24 hour international music and lifestyle channel targeted at the audience in the age group of 24-49 years
- ◆ Programming content includes international music, reality TV and celebrity lifestyle
- ◆ Customized music programming catering to Indian tastes



Film Production and Distribution

- ◆ Operation involves acquisition, production, syndication, marketing and world wide distribution of films
- ◆ Popular Bollywood movies distributed include - 'Jab We Met', 'Welcome', 'Singh is Kinng' and 'Ghajini'



Pioneering Home Shopping in India



A Huge Potential Market
for Home Shopping

- ◆ **300 million strong Indian Middle Class**
- ◆ **Huge Urban Population**
- ◆ **Organised Retail: Small Market - Limited Reach**
- ◆ **Large & Growing Base of Cable & Satellite Homes**

Homeshop18: Pioneering Home Shopping in India



A Multi Platform Retail Enterprise



Stake in A Leading Films Business

THE INDIAN FILM COMPANY



Behind Major Hits in 2007 & 2008 and a Strong Pipeline of Films Under Development



Key Financials

Consolidated Balance Sheet (Extract)

Amount in Rs. Mn

	As at 31.12.2008 Un-audited reviewed	As at 31.03.2008 Audited	As at 31.03.2007 Audited
SOURCES OF FUNDS			
Shareholders' Funds			
Share capital	1,851*	257	254
Reserves and surplus	3,631	3,864	3,748
Loan Funds			
Secured loans	6,695	6,619	3,514
Unsecured loans	6,633	4,218	1,135
Minority interest	3,649	4,156	2,488
APPLICATION OF FUNDS			
Fixed assets (net block)	3,070	2,203	1,548
Goodwill (on consolidation)	5,820	3,543	1,268
Investments	3,990	8,666	3,091
Net current assets	8,690	3,938	4,845
Profit & Loss	998	745	392

* Includes Rs 1,535.77 Mn share capital of redeemable preference shares

Consolidated P&L (Extract)

Amount in Rs. Mn

	Period ended 31.12.2008 Un-audited reviewed	Year ended 31.03.2008 Audited	Year ended 31.03.2007 Audited
INCOME			
Income from operations	5,482	6,477	3,383
Other income	772	438	183
Total Income	6,254	6,916	3,566
EXPENDITURE			
Production, administrative and other costs	4,092	3,488	2,086
Personnel expenses	2,059	1,791	999
Interest and financial charges	1,351	895	359
Others	619	462	241
Total Expense	8,121	6,636	3,685
Profit/(Loss) after tax after minority interest	(955)	45	(95)

Established Presence In The Broadcasting, Internet And Publishing Sectors

Ability To Create And Maintain Strategic Partnerships With Other Leading Media Entities

Ability To Establish New Businesses And Ventures

Highly Experienced And Reputed Management Team With Proven Track Record

Strong Brand Equity

Thank You
