

PRESS RELEASE

**RECOMMENDED OFFER FOR THE INDIAN FILM COMPANY BY
ROPTONAL LIMITED (a subsidiary of Viacom 18 Media Private Limited)**

For Immediate Release:

Mumbai, 1st October, 2010

Please refer to the earlier announcement on the above made on 5 July 2010. The Board of Directors of Roptonal Limited, Cyprus, a subsidiary of Viacom 18 Media Private Limited ("Viacom18") announced today an offer for the issued share capital of The Indian Film Company ("TIFC"), a company that is listed on the AIM Stock Exchange in UK, at a price of 115.56 pence per TIFC Share. The offer is recommended by the Independent Directors of the Board of TIFC. The offer, in accordance with the UK Takeover Code, is subject to terms and conditions as contained in the announcement. For text of the announcement, you may refer to TIFC's website at www.theindianfilmcompany.com.

Network18 Media & Investments Limited ("Network18") considers this offer beneficial to its shareholders and has given an irrevocable undertaking to accept the Offer as detailed in the announcement. Network 18 affiliates which, together with Network18, own shares in TIFC representing approximately 80.4% of the voting shares have also given irrevocable undertakings to accept the Offer.

Viacom18 is a 50-50 Joint Venture between ibn18 Broadcast Limited ("IBN18") and Viacom Group. IBN18 is a subsidiary of Network18, listed on the National Stock Exchange and Bombay Stock Exchange of India.

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About Viacom18 Media Private Limited (www.viacom18.com)

Viacom 18 Media Private Limited is a 50/50 joint venture operation in India between Viacom Inc. (NYSE: VIA, VIA.B, the world's leading entertainment content company, comprising brands like BET, MTV Networks and Paramount Pictures) and the Network18 Group, one of India's leading full play media conglomerates with interests in television, distribution, internet, filmed entertainment, mobile content & allied businesses. The joint venture includes leading brands across television, film and digital media to build one of India's leading multimedia entertainment powerhouses. Viacom 18 Media Pvt. Ltd. includes the vibrant youth brand - MTV, the fastest growing kids channel - Nick, India's only International Music & Lifestyle channel - Vh1 , Studio18, a new-age motion picture brand that produces, acquires and distributes Hindi films and also launched the Hindi General Entertainment channel - COLORS. This apart, Viacom18 also runs Viacom's consumer products business in India. Viacom18 brings together the unique strengths of two formidable partners, thus forming an entertainment conglomerate that will have a competitive advantage in serving the needs of both viewers and advertisers. For more information on Viacom18, Viacom or Network18, log on to www.viacom18.com, www.viacom.com and www.network18online.com respectively.

About Network18 Media & Investments Limited (www.network18online.com)

Network18[BSE: 532798,NSE: Network18] is one of India's leading full play media conglomerates with interests in television, print, internet, filmed entertainment, mobile content and allied businesses. Through its holding in Television Eighteen India Ltd (TV18) [BSE: 532299, NSE: TV-18], Network18 operates India's leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India's largest Internet players - Web18, as well as one of India's leading real time financial information and news terminals service - Newswire18. TV18 has expanded into print with Infomedia18, an entity following the

acquisition of Infomedia, India's leading player in the special interest publishing and printing operations space. Through its holding in ibn18 Broadcast Ltd (ibn18) [BSE: 532800,NSE: ibn18], Network18 operates in the general news and entertainment space with leading general news channels CNN-IBN and IBN7 and has launched IBN-Lokmat, a Marathi news channel in partnership with the Lokmat group. ibn18 also operates a joint venture with Viacom, called Viacom18 which houses the MTV, VH1 and Nickelodeon channels in India - as also Studio18, the Group's filmed entertainment operation and 'Colors', the country's leading Hindi general entertainment channel. Additionally, Network18 holds the Group's online & on-air home shopping venture, HomeShop18, its full spectrum events management venture, E18 and its sports management & marketing division, Sport18. The Group launched Forbes India, the nation's first local edition of a foreign news magazine title and the world's most influential business brand, in collaboration with Forbes Media. In a pioneering foray into television distribution, the group has recently announced a strategic alliance with Sun Group, SUN18, the first truly Pan-India distribution company and slated to be one of the biggest distribution entities in the market. For more information, log on to www.network18online.com.