

June 5, 2012

National Stock Exchange of India Limited Exchange Plaza, 5th Floor Plot No. C/1, G Block Bandra Kurla Complex Bandra (E), Mumbai – 400 051	BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001
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Sub: Press Release

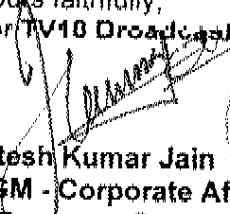
Dear Sir / Madam,

Please find enclosed herewith the Press Release being issued by the Company which is self-explanatory.

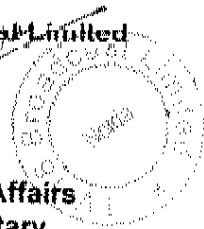
You are requested to kindly take the same on your record.

Thanking you,

Yours faithfully,
For **TV18 Broadcast Limited**


Hitesh Kumar Jain
AGM - Corporate Affairs
& Company Secretary

Enclosed As Above





PRESS RELEASE

TV18 & Viacom18 to Form a Strategic Joint Venture

To Create India's First Multi-Platform 'Content Asset Monetization' entity



IndiaCast will distribute all channels & content of TV18 & Viacom18 - in India and Abroad

Propose to distribute Eenadu channels post completion of acquisition by TV18

Mumbai, 5th June 2012 - TV18 and Viacom18 today announced a strategic joint venture called **IndiaCast** to create India's first multi-platform 'Content Asset Monetization' entity. **IndiaCast**, is mandated to drive Domestic and International Channel distribution, Placement services and Content Syndication for **TV18, Viacom18, A+E Networks I TV18** and the **Eenadu** group, post completion of its acquisition by TV18.

With this landmark move all content assets of the 2 media houses to be consolidated for monetization across all media in India and abroad. The content of Eenadu Group is also proposed to be consolidated for distribution by IndiaCast post completion of its acquisition by TV18. IndiaCast has been created with the aim to consolidate the distribution functions of both media houses to, reach newer markets and increase operational efficiencies.

IndiaCast will distribute all the channels of the media houses - TV18, Viacom18, A+E Networks I TV18 & of Eenadu Group across all platforms, including Cable, DTH, IPTV, HITS and MMDS, and will offer a range of channels, from entertainment, kids, news, infotainment and music, to regional genres.

- **TV18** - CNN-IBN, IBN7, IBN-Lokmat, CNBC-TV18, CNBCAwaz & CNBC-TV18 Prime HD
- **Viacom18** - COLORS, MTV, Nick, Sonic, Vh1, Comedy Central & COLORS HD
- **A+E Networks I TV18** - HistoryTV18
- **Eenadu** – ETV, ETV 2, ETV Bangla, ETV Marathi, ETV Kannada, ETV Gujarathi, ETV Oriya, ETV UP, ETV Bihar, ETV Urdu, ETV Rajasthan, ETV MP

In addition to the above 26 channels, IndiaCast will also distribute Sun Network Channels & Disney Channels in the Hindi Speaking Markets (HSMs)

Anuj Gandhi will be the Group Chief Executive Officer of **IndiaCast**, with **Gaurav Gandhi** as Chief Operating Officer of the entity.

Speaking about the venture, Sai Kumar, Group Chief Executive Officer, Network18 & TV18, said, "The Indian distribution market is throwing up ample opportunities and we are uniquely poised to make the most of this proposed alliance in an increasingly digitized environment. We have entrusted this mandate with Anuj, who brings with him impeccable leadership and rich experience across various formats." **He further added,** "Distribution is one of the high-growth areas in this industry and we're excited to have a presence in this part of the business as well."

Mr. Bob Bakish President and CEO of Viacom International Media Networks, said "As the Indian market continues to expand and evolve, the move to bring two media houses and proposed consolidation of Eenadu channels post acquisition into one distribution sales house presents an opportunity to accelerate our growth in the region, while increasing efficiencies of operation. We're excited about the potential of **IndiaCast** and are looking forward to deepening our partnership with TV18 and Eenadu Group."

Commenting on IndiaCast, Anuj Gandhi, Group CEO IndiaCast said, "This is a momentous step forward and will create a paradigm shift in distribution and syndication. The new venture gives a clear impetus to digitalization. Also, it brings more channels and greater flexibility to consumers." **According to Anuj,** "The Company will be the focal point not only for content and media distribution but also to drive the Content asset monetization business of TV18, Viacom18, A+E Networks I TV18 and Eenadu Group. The growth and way forward for media brands in the journey ahead is through Content Asset Monetization – taking content across geographies, platforms and mediums."

About TV18 Broadcast

The Network18 Group is a media and entertainment company with interests in television, internet, films, e-commerce, magazines, mobile content and allied businesses. Through its subsidiary TV18 Broadcast Limited, the business 'TV18 Broadcast' has also forayed into the Indian factual entertainment space through A+E Networks | TV18 (Joint venture between A+E Networks and TV18 Broadcast), which has recently launched a new channel – History | V18.

About Viacom18

Viacom 18 Media Pvt. Ltd. is a 50/50 joint venture operation in India between Viacom Inc and TV18. Viacom 18 Media Pvt. Ltd. operates seven general entertainment channels - **MTV, Nickelodeon, Vh1, COLORS, COLORS HD, SONIC, Comedy Central** and film business through **Viacom18 Motion Pictures**, that produces, acquires and distributes Hindi films. This apart, Viacom18 also runs Viacom's consumer products division in India. For more information on viacom18, Viacom or Network18, log on to www.viacom18.com, www.viacom.com and www.network18online.com respectively.

Disclaimer - TV18 Broadcast Limited

TV18 Broadcast Limited is proposing, subject to market conditions and other considerations, an offer of its equity shares on rights basis and has filed a Draft Letter of Offer with the Securities and Exchange Board of India. The Draft Letter of Offer is available on the website of SEBI at www.sebi.gov.in and the websites of the Lead Managers at www.icicisecurities.com and www.rbs.in. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to "Risk Factors" in the Draft Letter of Offer. The Equity Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the "US Securities Act"), or any state securities laws in the United States and may not be offered or sold in the United States or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S under the US Securities Act) except in a transaction exempt from the registration requirements of the US Securities Act and in accordance with any applicable U.S. state securities laws.

For Further Information, please contact:

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