



August 1, 2014

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Sub.: Press Release

Dear Sir/Madam,

Please find enclosed herewith a press release being issued by the Company which is self explanatory.

You are requested to take the same on your record.

Thanking You,

Yours faithfully,

For TV18 Broadcast Limited

Hitesh Kumar
DGM - Corporate Affairs
& Company Secretary

Encl: as above



TV18 Broadcast Limited
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News18 India comes to the US

~ IndiaCast to distribute the channel ~



New Delhi, 1st August, 2014: TV18 Broadcast Limited, India's leading news and entertainment network, has now entered the US market with the launch of **News18 India**, a 24hr television news channel designed to give global audiences a window into India. The channel went live on July 30th on Dishworld and Dish Network Channel 711. **News18 India** is already present in key South Asian diaspora markets that include the UK, Singapore, and the Middle East and is distributed by IndiaCast, a TV 18 & Viacom 18 company for monetizing its channels & content in India and Overseas.

News18 India will be available to all viewers on the International base pack, English News pack and Hindi Mega pack, making this one of the most widely distributed Indian News channels in the US.

News18 India is produced by the same award winning editorial team that runs TV18's leading business and general news services in India that include CNN-IBN, CNBC-TV18, CNBC TV18 Prime HD, IBN7, CNBC-Awaaz & CNBC Bajar. **News18 India** will serve as the destination for definitive news & views from India including in depth analysis, business news and local weather reports. Through a power packed delivery format including bulletins, feature shows, interviews and a rich graphic interface, **News18 India** will be a one-stop destination for all the latest from the subcontinent.

News18 India is a unique news channel offering a dynamic and customized blend of business and general news programming at times that suit the US audience ensuring greater relevance for the viewers in the region.

In addition to **News18 India**, IndiaCast distributes the flagship general entertainment channel 'Colors', its sibling 'Rishtey', MTV India International and 6 ETV branded services in overseas markets.

Commenting on News18 India's US foray, Avinash Kaul, CEO, IBN News Networks said, "It gives me immense pleasure to expand our global footprint and to take the best of Indian News to every household outside of India. News18 India is a destination for definitive news for the Indian diaspora, a community of high achievers seeking Indian news & for ethnic conglomerates with business interests in India. At a time when the world is watching India, News18 India will serve as the world's window into India."

Gaurav Gandhi, Group COO India Cast said, "After UK, Singapore and the Middle East, News18 India now launches in the United States. We are confident that News18 India, with a customised offering for the US market, will fill the void of a comprehensive business & general news service from India. This would be our 7th channel on the Dish network and with them we found a perfect partner to bring this channel to all viewers who want a window into India"

ABOUT TV18

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 Ltd.' [BSE: 532800, NSE: TV18BRDCST], the group operates news channels - CNBC-TV18, CNBC Awaaz, CNBC-TV18 Prime HD, CNN-IBN, IBN7 and IBN-Lokmat (a Marathi regional news channel in partnership with the Lokmat group). TV18 also operates a joint venture with Viacom, called Viacom18, which houses a portfolio of popular entertainment channels - Colors, Colors HD, MTV, SONIC, Comedy Central, VH1, Nick, Nick Jr. and Nick Teen - and Viacom18 Motion Pictures, the group's filmed entertainment business. TV18 has also forayed into the Indian factual entertainment space through A+E Networks | TV18 (a joint venture between A+E Networks and TV18 Broadcast) and operates HistoryTV18. TV18 and Viacom18 have also formed a strategic joint venture called IndiaCast, a multi-platform 'content asset monetization' entity mandated to drive domestic and international channels distribution, placement services and content syndication for the bouquet of channels from TV18, Viacom18 and other broadcasters. For more information, please log on to www.network18online.com