September 24, 2010

The Executive Director
The National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East)
Mumbai – 400 051

Sub: Intimation under Regulation 13{3} of Insider Trading Regulations

Dear Sir,

We are in receipt of declaration, under Reg. 13(3) of SEBI {Prohibition of Insider Trading} Regulations 1992 from HDFC Asset Management Company Limited with respect to change in its share holding of schemes of HDFC Mutual Fund.

Accordingly we are sending you declaration as received by T.V. Today Network Limited from HDFC Asset Management Company Limited in this context (Annexure 1). The holding of schemes of HDFC Mutual Fund in T.V. Today Network Limited as on 21st Day of September, 2010 was 6.182% comprising of 35,73,096 equity shares of face value of Rs. 5/- each.

Pursuant to the disclosure of HDFC Asset Management Company Limited {copy of which is enclosed as Annexure 1} the holding of said funds stands reduced to 4.056% comprising of 23,44,191 equity shares of face value of Rs. 5/- each on account of sale of shares by said fund. In terms of requirements of SEBI {Prohibition of Insider trading} Regulations, 1992 we are hereby sending you copy of intimation as received by us.

With this we would like to request you to kindly keep us updated in case any further clarification in this regard is required by your esteemed office. The undersigned can be reached at puneet.jain@aajtak.com for any further communication or alternatively the details can be sent at address of our registered office.

This is for your information and record.

We sincerely hope that your good self shall find above in order.

Sincerely Yours

For T.V. TODAY NETWORK LIMITED

T.V. TODAY NETWORK LTD. NEW DELHI

Puneet Jain
Company Secretary & DGM (F&A)