

18th May, 2012

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400051.

Kind Attn: Mr. Hari K., Assistant Vice President

Sub: Press Release

Dear Mr. Hari: - We would like to intimate the stock exchange on the recent development in the India Today Group. You may like to update your records accordingly.

Below goes the Press release for your perusal

Mumbai, May 18, 2012

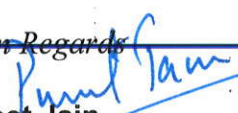
Aditya Birla Group to invest in Living Media India

The Aditya Birla Group, today announced that it has agreed to make a financial investment of 27.5% in Living Media India Ltd. (India Today Group), through its private investment company. Says Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group, "The media sector is a sunrise sector from an investment point of view. I believe that Living Media India offers one of the best opportunities for growth and value creation".

Comments Mr. Aroon Purie, Chairman of the India Today Group, "I am delighted to partner with the Aditya Birla Group to aggressively address the current and future potential of the Indian media business which is at a tipping point. The Aditya Birla Group with its strong leadership, global footprint, diversified business interests and its shared values of integrity, commitment and social responsibility make it a perfect fit with the India Today Group.

The transaction is subject to the customary approvals.

Warm Regards


Puneet Jain

Head (Legal & Compliances) & Company Secretary & GM --F&A