1/9

September16, 2010

The Executive Director
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 12th Day of September, 2010 was 8.232% comprising of 47,74,691 equity shares of face value of Rs. 5/- each.

Pursuant to the disclosure of HDFC Asset Management Company Limited {copy of which is enclosed} the holding of said funds stands reduced to 6.182 % comprising of 35,73,096 equity shares of face value of Rs. 5/- each on account of sale of shares by said funds. 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**

Puneet Jain
Company Secretary & DGM (F&A)

TV TODAY NETWORK LIMITED
Videocon Tower, E-1, Jhandewalan Extension, New Delhi 110055
Tel: +91 11 23684878, 23684888 Fax: +91 11 23684892

HDFC MUTUAL FUND

By Fax and Hand Delivery - No. of pages = 1 + 7 = 8

2/9

September 15, 2010

Mr. Puneet Jain
Company Secretary
TV Today Network Limited
Videocon Towers
E-1, Jhandewalan Extension,
New Delhi – 110 055
Tel. 011- 2368 4888/ 2368 4878
Fax. 011- 4154 0231

Dear Sir,

Sub: Disclosure pursuant to Regulation 13(3) of the SEBI (Prohibition of Insider Trading) Regulations, 1992

We refer to our letter dated August 3, 2007, wherein we had informed that the holding of the Schemes of HDFC Mutual Fund in TV Today Network Limited ("the Company") as on July 31, 2007 was **8.232%** of the paid up equity share capital. (Paid up Equity Share Capital being Rs. 29,00,00,000/- comprising 5,80,00,000 equity shares of Rs. 5/- each).

Further, in accordance with the captioned regulation and other applicable laws / regulations, if any, we wish to inform you there has been a decrease of **2.050%** in the holdings of the Schemes of HDFC Mutual Fund in the said Company. As on **September 13, 2010,** the aggregate holding of the Schemes of HDFC Mutual Fund in the Company is **6.182%** of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs. 28,90,03,080/- comprising 5,78,00,616 equity shares of Rs. 5/- each).

As per Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, please find enclosed the details of change in the shareholding as prescribed in **Form C**.

Kindly acknowledge receipt of the same.

Thanking you,

Yours faithfully,
For **HDFC Asset Management Company Limited**

Dinesh Bhakade
Manager - Compliance

Encl: As above.

HDFC Asset Management Company Limited
A Joint Venture with Standard Life Investments

Compliance Department: 3rd Floor, Mistry Bhawan, 122, Backbay Reclamation,Dinshaw Vachha Road, Churchgate, Mumbai - 400 020.
Tel.: 6631 6333 Fax: 6658 0203 Website: www.hdfcfund.com

Registered Office: Ramon House, 3rd floor, H.T. Parekh Marg, 169, Backbay Reclamation, Churchgate, Mumbai 400 020.

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 [Regulation 13 (3) and (6)]
Regulation 13(3) - Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, address and PAN No. of Shareholders	Shareholding prior to acquisition/ sale	No. & % of shares/ voting rights acquired/sold @	Receipt of allotment advice/ acquisition of shares/sale of shares -specify	Date of intimation to company	Mode of acquisition on (market purchase /public/rights/ preferential offer etc.)
HDFC Trustee Company Limited A/C - HDFC Equity Fund	24,00,000 equity shares amounting to 4.138% of the paid up equity share capital	Purchase of 4,47,069 equity shares amounting to 0.773% of the paid up equity share capital	Purchase	September 15 , 2010	Market Purchase
		Sale of 18,43,164 equity shares amounting to 3.189% of the paid up equity share capital	Sale		Market Sale
HDFC Trustee Company Limited A/C - HDFC Prudence Fund	15,13,936 equity shares amounting to 2.610% of the paid up equity share capital	No transactions	N.A.		N.A.
HDFC Trustee Company Limited A/C - HDFC MF Monthly Income Plan – Short Term Plan	75,000 equity shares amounting to 0.129% of the paid up equity share capital	Inter Scheme Purchase of 1,00,000 equity shares amounting to 0.173% of the paid up equity share capital	Sale		Inter Scheme Sale
		Purchase of 1,00,000 equity shares amounting to 0.173% of the paid up equity share capital.	Purchase		Market Purchase
		Sale of 40,500 equity shares amounting to 0.070% of the paid up equity share capital	Sale		Market Sale

@ Calculated based on present paid up equity share capital of TV Today Network Limited (i.e. 5,78,00,116 equity shares of Rs. 5/- each amounting to Rs. 289,00,03,080/-)

HDFC Asset Management Company Limited

Address of Shareholder: HDFC Mutual Fund, PAN No.: AAATH1809A, Ramon House, 3rd Floor, H. T. Parekh Marg, 169 Backbay Reclamation, Churchgate, Mumbai - 400 020, Tel - 022 - 66316333

3/6

Name, address and PAN No. of Shareholders	Shareholding prior to acquisition/ sale	No. & % of shares/ voting rights acquired/sold @	Receipt of allotment advice/ acquisition of shares/sale of shares -specify	Date of intimation to company	Mode of acquisition on (market purchase /public/rights/ preferential offer etc.)
HDFC Trustee Company Limited A/C - HDFC Core & Satellite Fund	5,08,772 equity shares amounting to 0.877% of the paid up equity share capital	Inter Scheme Purchase of 3,76,983 equity shares amounting to 0.652% of the paid up equity share capital	Purchase	September 15 , 2010	Inter Scheme Purchase
		Purchase of 1,35,000 equity shares amounting to 0.234% of the paid up equity share capital	Purchase		Market Purchase
HDFC Trustee Company Limited A/C - HDFC Premier Multi-Cap Fund	2,76,983 equity shares amounting to 0.478% of the paid up equity share capital	Inter Scheme Sale of 2,76,983 equity shares amounting to 0.479% of the paid up equity share capital	Sale		Inter Scheme Sale
TOTAL	**47,74,691 equity shares amounting to 8.23% of the paid up equity share capital**				

@ Calculated based on present paid up equity share capital of TV Today Network Limited (i.e. 5,78,00,116 equity shares of Rs. 5/- each amounting to Rs. 289,00,03,080/-)

HDFC Asset Management Company Limited

Address of Shareholder: HDFC Mutual Fund, PAN No.: AAATH1809A, Ramon House, 3rd Floor, H. T. Parekh Marg, 169 Backbay Reclamation, Churchgate, Mumbai - 400 020, Tel - 022 - 66316333

No. & % of shares/voting rights post-acquisition/sale			Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell quantity	Sell value
Scheme	No. of Shares	% of the paid up share capital@						
HDFC Equity Fund	10,03,905	1.737	Details in Annexure A					
HDFC Prudence Fund	15,13,936	2.619	No Transactions					
HDFC Core & Satellite Fund	10,20,755	1.766	Details in Annexure B					
HDFC Premier Multi-Cap Fund	Nil	Nil	Details in Annexure C					
HDFC MF Monthly Income Plan – Short Term Plan	34,500	0.060	Details in Annexure D					
Total	**35,73,096**	**6.182**						

@ Calculated based on present paid up equity share capital of TV Today Network Limited (i.e. 5,78,00,116 equity shares of Rs. 5/- each amounting to Rs. 289,00,03,080/-)

HDFC Asset Management Company Limited

Address of Shareholder: HDFC Mutual Fund, PAN No.: AAATH1809A, Ramon House, 3rd Floor, H. T. Parekh Marg, 169 Backbay Reclamation, Churchgate, Mumbai - 400 020, Tel - 022 - 66316333

HDFC Equity Fund

Annexure A

Trade Date	Trading Member through whom the trade was executed	SEBI Registration No. of the Trading Member	Exchange on which the trade was executed	Transaction	Buy Quantity	Buy Value (Amount in Rs.)	Sell Quantity	Sell Value (Amount in Rs.)	% of shares / voting rights post-acquisition / Sale
01-Aug-07	Opening Balance				2,400,000				4.152
01-Aug-07	IL&FS Investsmart Securities Ltd.	INB231020833	NSE	Purchase	113,588	17,471,564.76	-	-	0.197
18-Mar-08	Jet Age Securities Pvt. Ltd.	INB 230765437	NSE	Purchase	90,845	8,356,950.72	-	-	0.157
18-Mar-08	Jet Age Securities Pvt. Ltd.	INB 010765433	BSE	Purchase	83,192	7,705,700.92	-	-	0.144
25-Mar-08	Dhanki Securities Private Limited	INB 010995638	BSE	Purchase	159,444	14,933,026.76	-	-	0.276
01-Sep-10	Quantum Securities Pvt. Ltd.	INB 230582430	NSE	Sale	-	-	119,000	16,441,911.88	0.206
01-Sep-10	Quantum Securities Pvt. Ltd.	INB 011119030	BSE	Sale	-	-	81,000	11,191,553.47	0.140
02-Sep-10	Practical Financial Services Pvt.Ltd.	INB 230644330	NSE	Sale	-	-	46,000	6,355,697.03	0.080
02-Sep-10	Sanat M. Dalal Securities Pvt. Ltd.	INB 010984531	BSE	Sale	-	-	12,444	1,719,354.21	0.022
03-Sep-10	Reliance Equities International Private Limited	INB 010607538	BSE	Sale	-	-	157,000	21,692,270.30	0.272
03-Sep-10	Reliance Equities International Private Limited	INB 230607532	NSE	Sale	-	-	160,520	22,178,619.29	0.278
07-Sep-10	Tata Securities Limited	INB 230808130	NSE	Sale	-	-	45,200	6,245,163.17	0.078
07-Sep-10	Tata Securities Limited	INB 230808130	BSE	Sale	-	-	3,000	414,501.98	0.005
08-Sep-10	HDFC Securities Ltd.	INB 231109431	NSE	Sale	-	-	407,000	56,234,101.98	0.704
08-Sep-10	HDFC Securities Ltd.	INB 011109437	BSE	Sale	-	-	312,000	43,108,205.94	0.540
09-Sep-10	Asian Markets Securities Pvt. Ltd.	INB 010877137	BSE	Sale	-	-	145,000	20,034,262.38	0.251
09-Sep-10	Asian Markets Securities Pvt. Ltd.	INB 230977135	NSE	Sale	-	-	155,000	21,415,935.64	0.268
13-Sep-10	BRICS Securities Ltd.	INB 011205730	BSE	Sale	-	-	87,000	12,020,557.43	0.151
13-Sep-10	BRICS Securities Ltd.	INB 231205734	NSE	Sale	-	-	113,000	15,612,907.92	0.195
13-Sep-10	Closing Balance				1,003,905				1.737

HDFC Asset Management Company Limited

619

HDFC Core Satellite Fund

Annexure B

Trade Date	Trading Member through whom the trade was executed	SEBI Registration No. of the Trading Member	Exchange on which the trade was executed	Transaction	Buy Quantity	Buy Value (Amount in Rs.)	Sell Quantity	Sell Value (Amount in Rs.)	% of shares / voting rights post-acquisition / Sale
01-Aug-07	Opening Balance				508,772				0.880
01-Aug-07	IL&FS Investsmart Securities Ltd.	INB231020833	NSE	Purchase	100,000	16,817,825.00	-	-	0.173
05-Nov-07	Edelweiss Securities Pvt. Ltd.	INB 010895739	BSE	Purchase	26,000	4,365,905.00	-	-	0.045
05-Nov-07	Edelweiss Securities Pvt. Ltd.	INB 230895733	NSE	Purchase	9,000	1,516,045.60	-	-	0.016
02-Jul-08	Direct		NSE	Inter Scheme Purchase	276,983	22,712,606.00	-	-	0.479
07-May-09	Direct		BSE	Inter Scheme Purchase	100,000	7,955,000.00	-	-	0.173
13-Sep-10	Closing Balance				1,020,755				1.766

HDFC Asset Management Company Limited

47

HDFC Premier Multi-Cap Fund

Annexure C

Trade Date	Trading Member through whom the trade was executed	SEBI Registration No. of the Trading Member	Exchange on which the trade was executed	Transaction	Buy Quantity	Buy Value (Amount in Rs.)	Sell Quantity	Sell Value (Amount in Rs.)	% of shares / voting rights post-acquisition / Sale
01-Aug-07	Opening Balance				276,983				0.479
08-Apr-08	Direct		NSE	Inter Scheme Sale	-	-	276,983	32,510,915.63	0.479
13-Sep-10	Closing Balance				Nil				Nil

HDFC Asset Management Company Limited

59

HDFC MF Monthly Income Plan Short Term Plan

Annexure D

Trade Date	Trading Member through whom the trade was executed	SEBI Registration No. of the Trading Member	Exchange on which the trade was executed	Transaction	Buy Quantity	Buy Value (Amount in Rs.)	Sell Quantity	Sell Value (Amount in Rs.)	% of shares / voting rights post-acquisition / Sale
01-Aug-07	Opening Balance				75,000				0.130
01-Aug-07	IL&FS Investsmart Securities Ltd.	INB231020833	NSE	Purchase	20,000	3,363,565.00	-	-	0.035
01-Aug-07	IL&FS Investsmart Securities Ltd.	INB231020834	NSE	Purchase	80,000	13,492,829.00	-	-	0.138
23-Oct-07	IL&FS Investsmart Securities Ltd.	INB231020835	NSE	Sale	-	-	20,500	3,063,573.19	0.035
23-Oct-07	IL&FS Investsmart Securities Ltd.	INB011020832	BSE	Sale	-	-	20,000	2,988,851.90	0.035
07-May-09	Direct		NSE	Inter Scheme Sale	-	-	100,000	14,944,259.49	0.173
13-Sep-10	Closing Balance				34,500				0.060

HDFC Asset Management Company Limited