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TV TODAY NETWORK LTD.

PART OF INDIA'S MOST DIVERSIFIED MEDIA HOUSE -
THE INDIA TODAY GROUP.



PIONEERED ELECTRONIC JOURNALISM IN THE COUNTRY.



TVTN COMPLETED A VERY SUCCESSFUL IPO,
BEING OVER SUBSCRIBED 36 TIMES

TVTN HAS PROVIDED EXCELLENT VALUE TO ALL ITS
STAKEHOLDERS-VIEWERS, ADVERTISERS & INVESTORS.



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TV TODAY NETWORK LTD.

TV Today Network launched Aaj Tak as a 24-hour Hindi news channel on 31st December 2000 in line with the Group's **mission** of exploring the television medium. Aaj Tak emerged as a clear trendsetter by making news a part of the average Indian's daily life.

TVTN is not just a content creator, but a brand builder. TVTN has established Aaj Tak as the one of the most recognised brand within the country. Infact, Aaj Tak was hailed by the **Brand Derby Study** – 2003 as the most successful media brand launched in the last seven years. Aaj Tak bagged Indian Television Academy award for being The Best News Channel in 2001, 2002 & 2003, and the Indian Telly Award for News Channel of the Year in 2002 and 2003



After establishing Aaj Tak as the most successful and preferred 24-hour Hindi news channel, TVTN launched India's first 24-hour English news channel. The channel introduces a new and path breaking format in electronic news journalism. It is very aptly christened as Headlines Today as it provides concise and fresh news every 30 minutes to a mass of highly educated, predominantly urban and a time conscious set of people. The unique format of the channel along with relevant news is fast gaining popularity in the 6 metros.

TVTN completed a very **successful IPO**, being over subscribed 36 times and listing at a 132% premium. In the financial year 2003-04, TVTN showed a top line growth of 30% inspite of the immensely competitive and cluttered news space. This clearly reflects the fact that for more than 3 years TVTN has provided excellent value to all its stakeholders – viewers, advertisers and now investors.

AAJTAK

AAJ TAK EVOLVED FROM A 20 MIN
CAPSULE ON THE TERRESTRIAL NETWORK
TO A 24 HOURS INDEPENDENT
NEWS CHANNEL.

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AGGRESSIVE JOURNALISM & CUT-
TING EDGE TECHNOLOGY MAKING
IT THE NATION'S BEST NEWS
CHANNEL.



AAJ TAK SETS THE AGENDA FOR
NEWS BROADCASTING.

DELIVERS NEWS IN A UNIQUE STYLE
CAPTURING THE PULSE OF THE VIEWER



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AAJ TAK was launched in December 2000 as a 24-hour Hindi news channel, which covers India with insight, courage and plenty of local flavour. Within six months of its launch Aaj Tak emerged as India's number one news channel. And within eleven months, it was awarded the best news channel by the India Television Academy. Two years on, it bagged the Indian Television Academy's award for being **"The Best News Channel"** for the third successive year.



The Aaj Tak advertisements are now legendary. With their extraordinary style and intelligent humour, no matter how many times you see them, you can't help smiling. The black and white category of ads have bagged Indian Telly Awards, the RAPA Awards and the ABBY for Best Media Campaign.

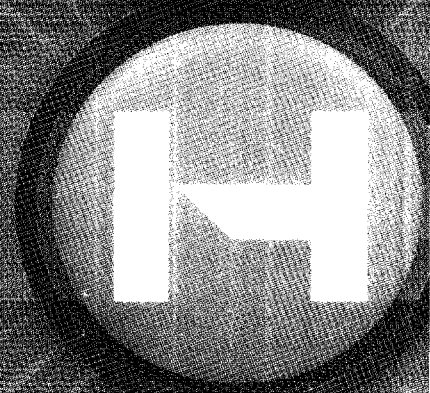
True to its pioneering spirit Aaj Tak has set the trend for using the sms medium to add interactivity to the channel. With an extensive use of the platform for contests, polls and messages it has generated a response of over **10 million messages.**

Aaj Tak- The Nation's Best News Channel



HEADLINES TODAY

INDIA'S FIRST PAN-INDIAN ENGLISH NEWS CHANNEL



HEADLINES TODAY PROVIDES CONCISE AND FRESH NEWS EVERY 30 MINUTES.

POWER PACKED SHORT PROGRAMMING WHEEL COVERING THE LATEST IN POLITICS, BUSINESS, SPORTS & ENTERTAINMENT.

BEST OF NATIONAL & INTERNATIONAL COVERAGE CATERING TO THE COSMOPOLITAN VIEWER.



Headlines Today
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Headlines Today, the news channel that gets straight to the point. Launched on March 30, 2003, Headlines Today is India's first English News Channel. Like Aaj Tak, Headlines Today has been planned with a distinct identity to fill a specific void in the market. Headlines Today is India's first exclusive English news channel which has been designed for individuals for whom time is precious.

Their fast paced life demands that they stay ahead of the news and Headlines Today has been created to match the speed of this busy, big city lifestyle. The channel has been styled to understand the urgency of news for its urban audience. The stories are slick and short. The anchors are **young and direct**. The look is busy with multiple tickers and split screens.



sharp news for sharp people

Headlines Today has a short 30 minute programming wheel which is power packed with the latest and best news coverage in politics, business, sports, health, science & technology and entertainment. Of course, Headlines Today offers not just the best of national but also international coverage realizing that today's viewer is truly cosmopolitan and has a global outlook.

Headlines Today-- sharp news for sharp people

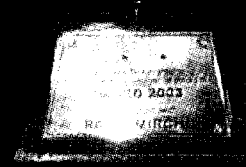
BEST NEWS
 INDIAN TELEVISION ACADEMY AWARDS 3 CONSECUTIVE YEARS
 INDIAN TELLY AWARD 2 CONSECUTIVE YEARS

28

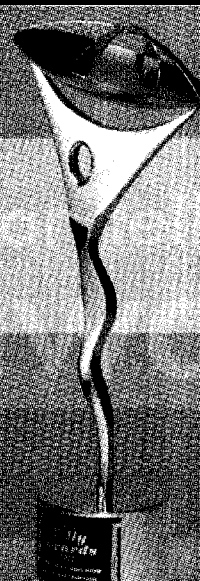
BEST MEDIA CAMPAIGN
 BEST PUBLIC SERVICE MESSAGE



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BEST MEDIA CAMPAIGN
 BEST CHANNEL PROMO
 BEST NEWS CURRENT AFFAIRS PROMO
 BEST PUBLIC SERVICE CAMPAIGN



Rapa Awards 2004

Best Anchor Award – Ritul Joshi

Best Film-based programme – Cinema Aaj Tak

Best 'Telecast of Live Programme' – Kyun Sune Aapki

Best Channel Promo Award – Aaj Tak's 'anti-smoking' campaign
(to Code Red)

Abby Awards 2004

Best Media Campaign – Silver trophy for Campaign
against social evil

Single Film Category – Silver for 'anti-smoking' advertisement

Indian Television Academy Award

Best News Channel Award – Aaj Tak

Indian Telly Awards

News Channel of the Year – Aaj Tak

News Anchor of the Year – Prabhu Chawla

Promax & BDA Asia Awards 2003

Best Public Service Announcement – Gold for 'Romeo'
advertisement

Best news/current Affairs Promo – Aaj Tak's Jurm Promo

Rapa Awards 2003 – June 2003

Best Media Campaign Award for b/w TVC Campaign

Best Soft Story Award for Rameshwaram se Rashtrapati
Bhawan Tak

Abby Awards 2003 – March 2003

Silver Trophy for Best Media Campaign for b/w TVC Campaign

Indian Television Academy Awards 2002 – November 2002

Best News Channel Award

Indian Telly Awards 2002 – November 2002

News Channel of the Year

CEO of the Year Award to Mr. G Krishnan

Best Promo Campaign for b/w TVC Campaign

Rapa Awards 2002 – May 2002

Best Campaign of the year for b/w TVC Campaign

Media Meet Award 2001 – December 2001

Media Meet Award 2001 – December 2001

Media Person of the Year Award to Mr. G Krishnan

Indian Television Academy Awards 2001 – November 2001

News Channel of the Year

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