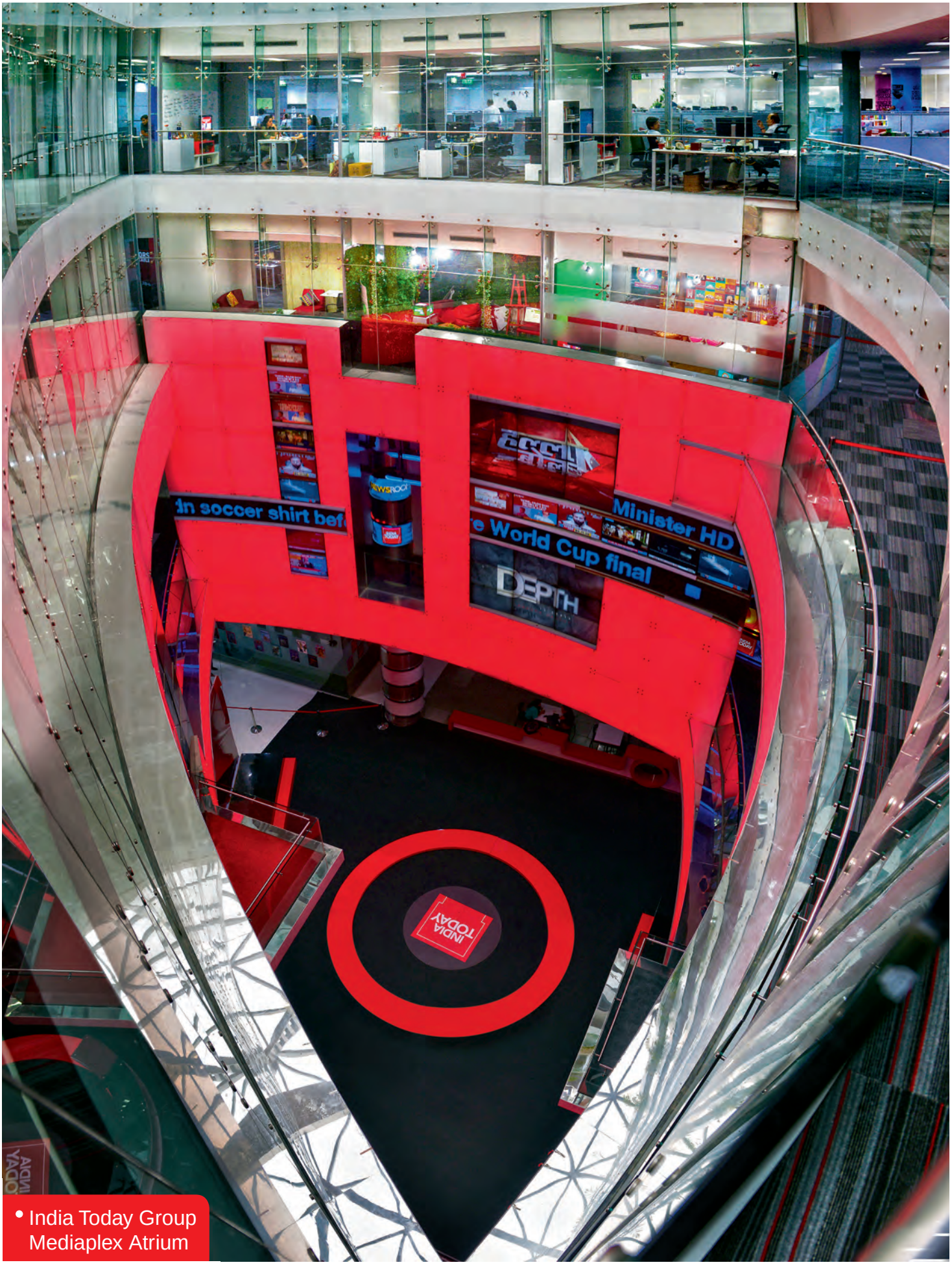
TV TODAY NETWORK

ANNUAL REPORT

2017-18



• India Today Group Mediaplex Atrium

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Forward Looking Statement

The statement(s) made in this Annual Report describing the Company's objective, expectations and predictions may be forward looking statement within the meaning of applicable securities laws and regulations. These statements and expectations envisaged by the management are only estimates and actual results may differ from such expectations due to known and unknown risks, uncertainties and other factors including, but not limited to, changes in economic conditions, government policies, technology changes and exposure to market risks and other external and internal factors, which are beyond the control of the Company.

Statement from the Chairman's Desk

Dear Shareholders,

The Indian Media and Entertainment (M&E) industry has progressed well. In an environment of volatility and dynamism, the industry continues to grow at a rapid pace year on year. The Indian media story is promising. The growth journey of India's M&E industry has been strong and is expected to continue to grow at a healthy rate for the coming 5 years.

Most segments of the M&E sector are showing growth, consolidation and innovation led by digital, both on the consumer side and through the content supply chain. Digital has transformed the access to content and participation in media and the consumers have shown affinity towards great content and brands on newer screens.

Within this environment of change, India has the potential to emerge as a global M&E hub. Opportunities, content and players are all becoming universal and India – backed by a stable macroeconomic outlook, a youthful workforce and the government's "Make in India" and "Digital India" blueprints – is strongly positioned to exploit such trends.

The implementation of GST presented challenges, however its impact is expected to be short term. The M&E industry's economic impact on the country's GDP extends beyond just direct revenue. There are multi-faceted economic implications of the industry on the overall economy.

The performance of your Company has been quite satisfactory. Your Company continued to improve its profitability. The total revenue (standalone) during the year under review increased by about 12.07% over the previous year. The operating profit margin for the year was healthy at 25.91%. Advertisement revenue during the year increased by 10.13%.

While Television continues to be important, Digital will help the company drive exponential growth. The Digital business is seen as the business of the future. During the year, your Company acquired operations of Digital Business from Living Media India Limited (Holding Company) as a going concern on slump sale basis. India Today Group has successfully expanded its digital footprint with nine popular online video channels – News Tak, Life Tak, Tech Tak, Sports Tak, Food Tak, Astro Tak, Mumbai Tak, Bharat Tak and Fit Tak. These Omni platform channels are creating a new digital ecosystem under the Tak Brand name-MobileTak.in. In fact, Mobile Tak has become India's Fastest Growing Digital Video Brand with its 9 mobile exclusive digital channels and more than 1 billion video views across various publishing platforms in just 8 months.

Further, with a view to restructure, amalgamate and consolidate the newspaper business of Mail Today Newspapers Private Limited (indirect wholly-owned subsidiary) "Mail Today" with the television business of the Company and to bring editorial content and business synergies, your Company has initiated the process of demerger of the newspaper undertaking of Mail Today and merged the same with the Company. The Scheme also involves merger of India Today Online Private Limited (the wholly owned subsidiary of the Company) with the Company.

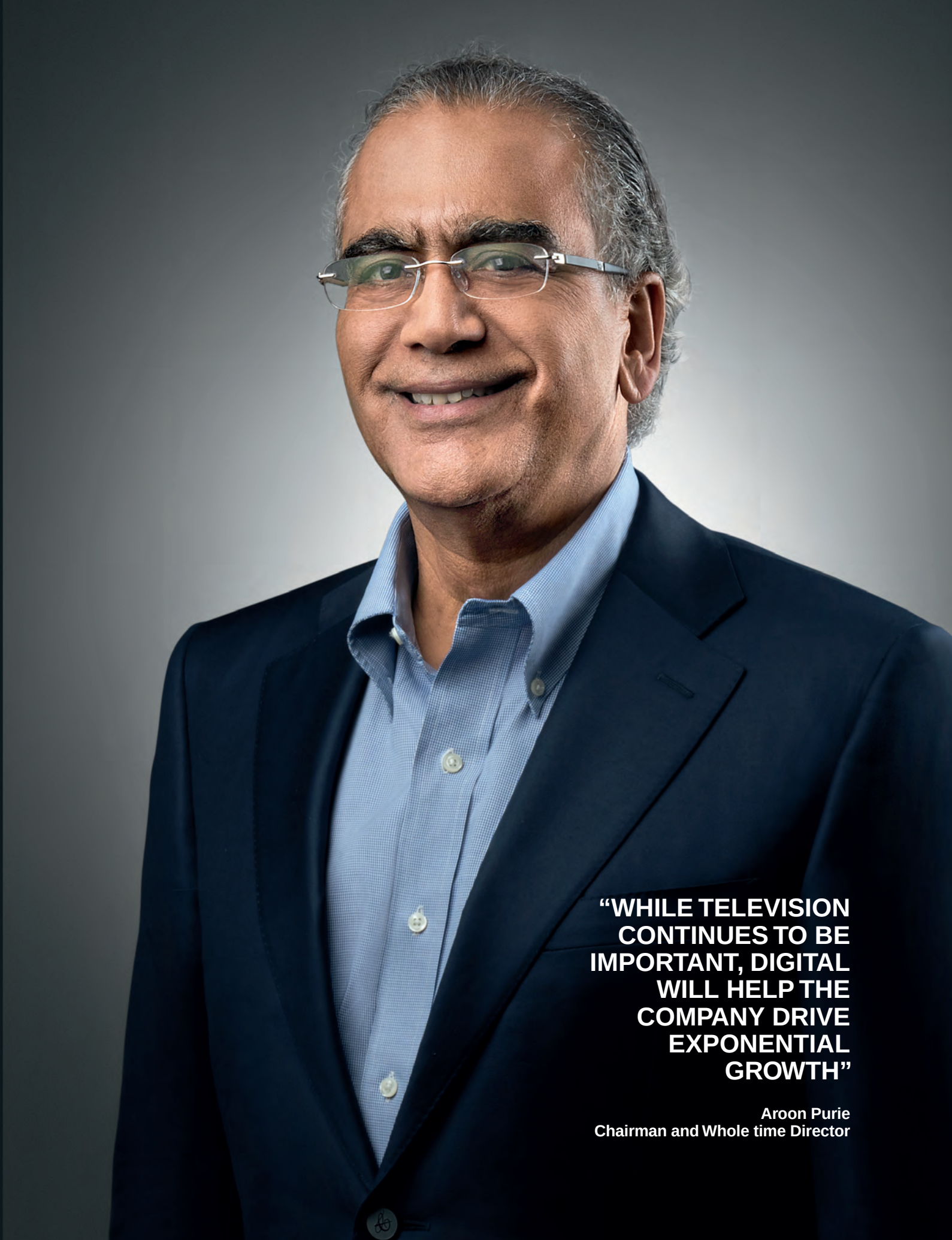
Television continues to remain amongst the most important entertainment mediums in the country. Of the estimated 286 million households in India, TV penetration reached 64%, taking the total number of TV viewing households to 183 million, earmarking a growth of 3.5% over the last year. This accounted for approximately 780 million viewers.

The TRAI Tariff order, 2017, is currently under implementation. It is presumed by the industry that if the order is implemented, it would have a significant impact on broadcasters, distribution companies and consumers. The key impact of the order would be a possible reduction in number of channels to end customer, closure of under performing channels and regulation of channel prices. This could have an impact on subscription revenue and distribution cost of your Company. The Management is monitoring this development closely and is gearing up to take appropriate steps.

At last, but most importantly, I would like to acknowledge the efforts of each member of the Company, be it my colleagues on the Board or my colleagues at all levels in the Company, for their hard work and exemplary performance in making this year a successful and satisfying one. They have all been working as a team to create an institution which is financially sound and one that we can all be proud of. My heartiest thanks to our shareholders for their continued co-operation and support.

Warm Regards,

AROON PURIE



"WHILE TELEVISION CONTINUES TO BE IMPORTANT, DIGITAL WILL HELP THE COMPANY DRIVE EXPONENTIAL GROWTH"

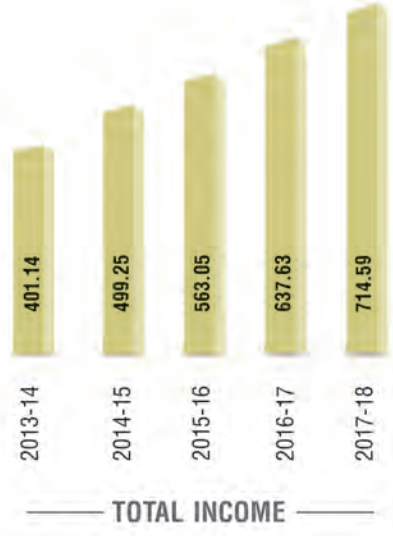
Aroon Purie
Chairman and Whole time Director

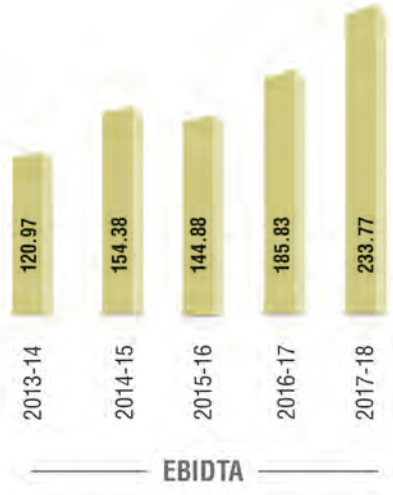
T. V. Today Network Ltd. (TVTN) is an India-based company engaged in broadcasting operations. Part of the India Today Group, the company operates mainly in three segments, namely digital, television and radio broadcasting.

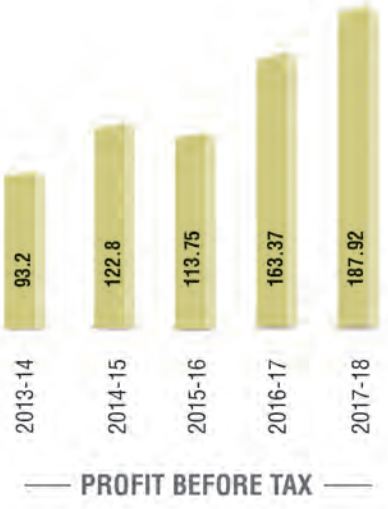
With its corporate office in Noida, India, the company is spearheaded by Mr Aroon Purie, Chairman and Whole Time Director. Its shares are listed on BSE Limited and National Stock Exchange of India Limited.

The company operates four news channels, namely Aaj Tak, India Today, Tez and Dilli Aaj Tak. The company also operates three FM radio stations under brand ISHQ 104.8 FM in Delhi, Mumbai and Kolkata. We have an unmatched digital footprint through Aaj Tak & India Today websites, social media and this year have built on it with our new digital-first ecosystem of the *Taks*.

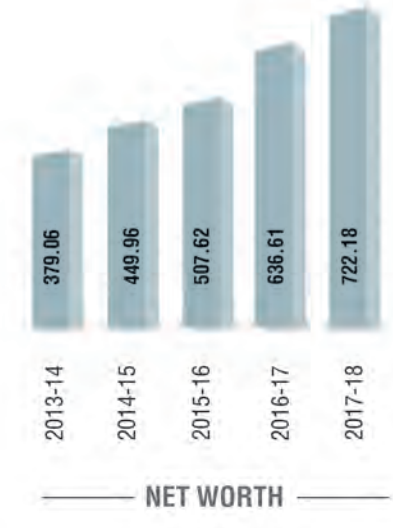
PROGRESSIVELY PROFITABLE BUSINESS (STANDALONE)

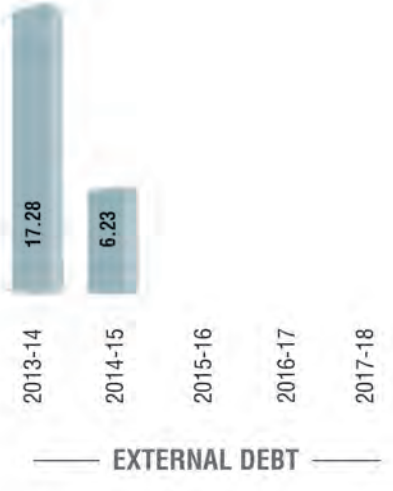


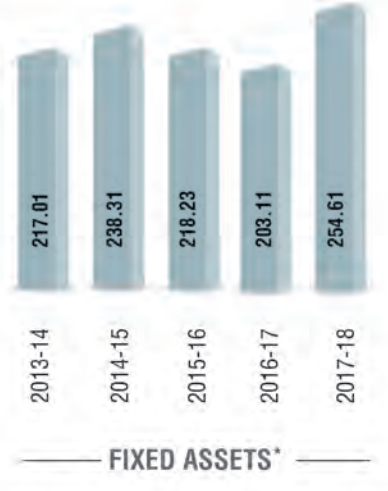




All figures in ₹crore







*Fixed assets (net block including capital work in progress)

57.42%
PROMOTERS' HOLDING AS ON MARCH 31, 2018

22.81%
INSTITUTIONAL HOLDING AS ON MARCH 31, 2018

2,915 CRORES
MARKET CAPITALISATION AS ON MARCH 31, 2018

PACKAGING NEWS FOR THE MILLENNIALS
SMART, CRISP, VISUAL, CONVERSATIONAL
DIGITAL FIRST MOBILE CHANNELS

TheLallantop.com

TheLallantop.com is famous for its unique news reporting and liberal use of colloquial language. TheLallantop.com offers news in an interesting manner that thrills, entertains and engages people.

News Tak

News Tak gives short and snappy video clips of what is happening in India and around the world. It offers interesting and engaging news in a compact easy format for a young audience to consume on their primary device, the mobile.

Sports Tak

India's leading mobile sports channel. The channel offers all the latest news from the world of sports. The channel also organises exclusive live coverage during big sports events, like IPL Adda and Football Adda.

Astro Tak

Astro Tak is an astrological mobile channel that comes under the confluence of MobileTak.in. Astro Tak offers information about daily horoscopes, lucky numbers, colours and advice to its viewers by reading their astro charts.

Life Tak

Life Tak creates digital first entertainment content for millennials. New age, edgy and viral videos that reflect the pulse of new India, Life Tak is the entertainment destination of the future.

Food Tak

Food Tak is a digital channel dedicated to cookery, food facts and various cuisines from around the world. From cookery tutorials to healthy food tips, Food Tak celebrates the foodie in you!

Tech Tak

It is an exclusive mobile channel for all the latest updates and information about technology. Anything and everything from the world of technology is featured by Tech Tak which comes under the flagship, MobileTak.

Fit Tak

Fit Tak is an exclusive mobile channel that offers daily fitness hacks for everything, from health concerns to ageing, from asanas to aerobics. It teaches step-by-step techniques in crisp videos. which helps the user keep fit.

Bharat Tak

Bharat Tak is an exclusive mobile platform that provides all the information about India, its rich history and culture, its various states, its soldiers, and its freedom struggle.

Mumbai Tak

Mumbai Tak is a dedicated regional mobile channel that offers all the latest news, updates and everything else that is affecting the lives of people in Mumbai. It has a distinctly Mumbai flavour.

• The Lallantop.com studio

• Sports Tak studio

• Election *'adda'* at News Tak studio

• The state-of-the-art kitchen of Food Tak

Nation's #1 in News Video Consumption and Hindi Digital Media

INDIA TODAY GROUP DIGITAL

The India Today Group as a news media brand has grown its digital presence significantly in FY 2017-2018 to the extent that today India Today Group Digital is the market leader in news video consumption. With over 6.8 billion video views across publishing platforms – web, mobile, social, India Today Group Digital is fuelling the growth of news video consumption in India.

*Aaj Tak YouTube Channel is the biggest and **fastest-growing news channel in the world** with*
7.88 million subscribers

No. of badges won in FY 2017-18:
7 Silver & 1 Gold

Aaj Tak is the biggest Indian news platform on Facebook with
21.16 million fans

India Today is the 2nd largest Indian news platform on Facebook with
9.67 million fans

Aaj Tak is #1 Indian Hindi news Twitter handle with
7.41 million followers

Aaj Tak is the most followed Indian news handle with
0.65 million followers

India Today is the second most followed Indian English news handle with
0.46 million followers

Aaj Tak is the No. 1 Hindi News App with ***2.26 million*** *UVs (as per comScore March'18 report)*

Aaj Tak app has got over ***24.54 million*** *installs across Android & iOS platforms*

INDIA'S MOST AWARDED NATIONAL NEWS NETWORK

Indian Television Academy Awards

Best Television Event-Social
Agenda Aaj Tak – Aaj Tak

Best Editing: Defender of India – India Today TV-Gaurav Khera

Best Hindi News Channel: Aaj Tak

Best English News Channel: India Today Television

Best Anchor: Rajdeep Sardesai – India Today

Best News Show: Newsroom – India Today

Pitch 50 Awards

Bottom of the pyramid: Aaj Tak

BW Applause Awards

Best IP of the Year
India Today Conclave 2017

Best Televised IP of the year
India Today Conclave 2017

Best Rural Engagement
UP Ke Dil Me Kya Hai - Aaj Tak

India's Most Trusted Brand Award by IBC

Aaj Tak won the Most Trusted Brand of the Year 2017

India's No.1 Brand Award

India's No.1 Hindi News Channel: Aaj Tak

India's No.1 English News Channel
India Today TV

Amity University Media Excellence Award

Corporate Media Excellence Award
India Today Group

Ramnath Goenka Awards

Manogya Loiwal
Story: Young Minds, Old Body
Category: Uncovering Invisible India

Moumita Sen
Story: Test Kashmir
Category: Reporting From J&K

Bipasha Mukherjea
Story: Goal Mizoram
Category: Sports

DIGIXX–AdGully 2018

Silver Award for Sahitya Aaj Tak in multi-channel marketing content category