



For Immediate Release

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TV18 LAUNCHES NEWS18 INDIA

Leverages IndiaCast's distribution strengths to debut the first ever South Asian News Channel in the UK

TV18 Broadcast, India's premier news and entertainment network, today announced the launch of 'News18 India', a 24-hr television news channel designed to give global audiences a window into the world's largest democracy. News18 India will be distributed in the UK and other International markets by IndiaCast, a strategic joint venture between TV18 and Viacom18 and one of India's largest multi-platform content aggregators. Following the entry into UK, News18 India will be launching across the globe including key diaspora markets such as the US, Canada, Middle east and Australia.

Being a part of one of India's most respected news stables across television and digital media, News18 India is well-positioned to set a new benchmark amongst South Asian media offerings globally. Led by some of the most credible faces in Indian journalism, News18 India is being produced by the same award winning editorial team that runs TV18's market leading news services.

Network18 Group, owner of TV18 and one of India's largest media companies, is home to some of the country's most influential news brands including the nation's most awarded English news channel (CNN-IBN), No.1 English and Hindi business channels (CNBC-TV18 & CNBC Awaaz) and a suite of market leading digital brands in the current affairs & opinion and financial news spaces (ibnlive.com, moneycontrol.com, firstpost.com). Cumulatively, the news services of the group reach out to more than 100 million viewers on an average every month and the group's digital news brands attract over 18 million unique visitors on an average every month, according to TAM and comScore respectively.

Unlike other Indian news services available in international markets which are essentially re-transmissions of the local domestic channels in India, News18 will offer a dynamic and customized blend of programming that reflects the interests and needs of the large and highly engaged diaspora spread across the globe.

Through a power packed format including bulletins, news feature shows, exclusive interviews and rich graphics, News18 India will deliver a wide gamut of content spanning general and business news. From the latest in politics and current affairs to the inside track in Bollywood, from the latest trends in the economy to the top newsmakers, the channel will be a one-stop destination for all the latest from the sub-continent. Program schedules will also reflect the day part viewing habits of respective markets, thereby ensuring greater relevance and impact for audiences.

Commenting on this, **Raghav Bahl, Founder & Editor, Network18** said "India's resurgence on the world stage is evident from the almost insatiable global interest in its present as well as its future. This presents a compelling opportunity to deliver a service that fulfills this need in a relevant manner and News18 India is our answer"

Adding further, **B. Sai Kumar, Group CEO, Network18** commented "We believe that apart from mass entertainment, news can be another major growth driver for good quality Indian content, if it is distilled well for global audiences. News18 India is a pioneering and innovative service designed to do so and in the process bring the best in Indian journalism to households around the world in a unique way"

Speaking on this development, **Rajdeep Sardesai, Editor-In-Chief, IBN Network** said "It is an honour and a delight to be part of the launch of News18 India in the United Kingdom and bring India's most credible and formidable news network to a global audience. At a time when the world is watching India, we hope to be the world's window into India"



ABOUT TV18

The Network18 Group is a media and entertainment company with interests in television, internet, films, digital commerce, magazines, mobile content and allied businesses. Through its subsidiary 'TV18 Broadcast Ltd.' [BSE: 532800, NSE: TV18BRDCST], the group operates news channels - CNBC-TV18, CNBC Awaaz, CNBC-TV18 Prime HD, CNN-IBN, IBN7 and IBN-Lokmat (a Marathi regional news channel in partnership with the Lokmat group). TV18 also operates a joint venture with Viacom, called Viacom18, which houses a portfolio of popular entertainment channels – Colors, Colors HD, MTV, SONIC, Comedy Central, VH1, Nick, Nick Jr. and Nick Teen - and Viacom18 Motion Pictures, the group's filmed entertainment business. TV18 has also forayed into the Indian factual entertainment space through A+E Networks | TV18 (a joint venture between A+E Networks and TV18 Broadcast) and operates HistoryTV18. TV18 and Viacom18 have also formed a strategic joint venture called IndiaCast, a multi-platform 'content asset monetization' entity which drives domestic and international channels distribution, placement services and content syndication for the bouquet of channels from TV18, Viacom18 and other broadcasters. For more information, please log on to www.network18online.com