

The General Manager  
Department of Corporate Services  
Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

Dear Sir,

**Re: Scrip Code – 532387**

In terms of the Listing Agreement, we are submitting to you the text of our press release.

**PRESS RELEASE**

**PNC Digital to exclusively livestream NH7 Weekender 2014**

October 7, 2014, Mumbai: **PNC Digital, a subsidiary of Pritish Nandy Communications Ltd**, announces an exclusive collaboration with **Only Much Louder (OML)**. Through this partnership, global subscribers of Ogle, PNC Digital's proprietary streaming platform can now watch, the country's most awaited music event, **Bacardi NH7 Weekender**, live on-demand. This three-day multi-artist music festival NH7 Weekender will be held in Delhi, Bangalore, Kolkata and Pune this November.


Ogle global subscribers are free to choose whichever artistes they wish to see and watch them perform on devices of their choice. This exclusive collaboration between Ogle and OML will widen the range of entertainment available on Ogle. Commenting on this collaboration, **Pritish Nandy, Chairman, PNC Digital** said: *"This is the beginning of change. Viewers can now watch whatever they want, wherever and whenever they want. The power is shifting from those who deliver entertainment to those who view it. That is the future."*

Harshawardhan Sabale, CEO, said: *"Ogle has been built ground up to become the digital platform of choice for viewers who are not interested in being slaves to entertainment intermediaries. Our partnership with OML will provide our subscribers access to some of the best local content and bleeding edge digital interaction technology which, till now, was out of reach of most Indian consumers given the sub-optimal data networks in India."*

Ogle constantly promises to provide anytime-anywhere entertainment to its viewers, establishing the power of choice for entertainment scripted and non-scripted. With this association PNC Digital has taken entertainment to the next level, allowing consumers an option, till now non-existent, to catch exciting new niche events and live performances in real time. Ogle strives to introduce an entire lifestyle shift for those who are pushed for time and simply cannot afford appointment viewing.

Vijay Nair, CEO, OML, said: *"We are excited about partnering with Ogle and providing our fans a chance to watch some of the properties we have built and content we have produced through this platform. Ogle's bouquet of content is quite exciting and we feel that the service is a natural fit for the content we create."*

Yours truly,  
For Pritish Nandy Communications Ltd

  
Rupali Vaidya  
Company Secretary



**CIN: L22120MH1993PLC074214**

