

July 3, 2014

A Superbrand.

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 to Launch a New Digital Streaming Platform**

After announcing its decision to focus on emerging digital opportunities in the media and entertainment space, Pritish Nandy Communications (PNC) announces that its subsidiary PNC Digital has entered into an agreement to acquire a cutting edge video and audio streaming platform.

The platform, named Ogle™, will be launched later this year. Ogle™ is a proprietary system which allows audio and video streaming at extremely low bandwidth requirements and works also on sub-optimal mobile and broadband networks that are commonplace in India. It is screen agnostic, user friendly and interactive across all operating systems.

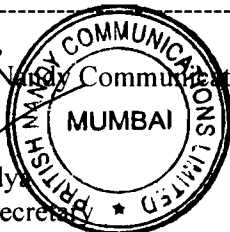
The developer of Ogle™, Harshawardhan Sabale will lead the business as CEO of PNC Digital. He will work together with Pallab Bhattacharya, CEO of Pritish Nandy Communications to leverage PNC's cult stature in the entertainment and content business and will attempt to create the world's largest entertainment on demand system as it has the ability to reach almost every Indian with a mobile phone within the realms of the existing telecom and network infrastructure.

"The opportunities are enormous", says Mr Sabale, "with the explosion of mobile phones and tablets and the existing large user base of televisions, on demand entertainment will be the next big thing. Consumers will move to 'my time' from 'prime time'."

"This move takes us one step closer to the future, where the way people consume and engage with entertainment will be redefined", said Pritish Nandy, Chairman of PNC. "It will also prove an extremely effective tool in combating piracy and I hope the industry will support such initiatives that increase the entertainment industry revenue pie."

Yours truly,  
For Pritish Nandy Communications Ltd

Rupali Vaidya  
Company Secretary



CIN: L22120MH1993PLC074214

