

December 21, 2018

BSE Limited Corporate Services Department Phiroze Jeejeebhoy Towers Dalal Street, Mumbai-400 001 Scrip Code: 532529	The National Stock Exchange of India Limited Corporate Communications Department "Exchange Plaza" Bandra Kurla Complex, Bandra (East) Mumbai-400051 Scrip Symbol: NDTV
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Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sirs,

Please find attached the Press Release being issued by the Company today.

You are requested to take the information on record.

Thanking you,

Yours faithfully,

For New Delhi Television Limited

Hemant Kumar Gupta
Company Secretary & Compliance Officer

Enclosed as above

Press Release

NDTV and Taboola sign 5-year Exclusive Deal worth more than INR 300 crores

New Delhi, December 21, 2018

In the latest evidence of the unparalleled market leader position of **NDTV Convergence**, the company has struck an unprecedented five-year deal with **Taboola**, the world's largest content discovery platform.

The five-year deal ties NDTV Convergence exclusively to Taboola and involves a minimum guarantee of more than INR 300 crores for NDTV Convergence, making it one of the largest deals not just for digital content but for the media space in its entirety.

"Like NDTV, Taboola operates with the user at the centre of its universe which is what makes this such a natural fit," said **Suparna Singh, CEO of the NDTV Group**. "Taboola's energy and innovation allow us to enlarge our own goals; we share their pride and excitement in learning, redefining, and then recreating all over again. And this deal proves that Brand NDTV remains unchallenged and the go-to for world-class companies."

The new partnership is vastly north of the last NDTV-Taboola arrangement that lasted three years and was worth INR 100 crores based on traffic projections.

NDTV.com has 200 million uniques (source: Google Analytics, October 2018), making it India's largest news website and the 23rd-largest in the world, ahead of Washington Post, Huffington Post and others (source: Similar Web, Unique Visitors for News and Media Category, October 2018).

This is the largest deal that Taboola has ever signed in the APAC region. Taboola uses its presence on sites like NDTV to recommend content from across the internet to the audience and to offer highly-personalized native advertising.

"The growth of the mobile internet in India is skyrocketing, and with over half a billion smartphone users, its mobile adoption is second only to China. Mobile users are continually looking for those "moments of next," and publishers such as NDTV are well positioned to deliver a dynamic, personalised content experience to their readers," said **Adam Singolda, founder and CEO of Taboola**. "We are humbled that NDTV, our oldest and largest partner in India, has made a long-term, five-year commitment to joint innovation in this most exciting market."

About NDTV Convergence

NDTV Convergence the digital arm of NDTV group. It owns and operates the flagship portal www.ndtv.com and all other digital properties of the NDTV Group including the award-winning and hugely-popular NDTV App.

About Taboola

Taboola is the leading discovery platform, serving over 450 billion recommendations of articles, blogs, videos, products and apps to over one billion unique users every month on thousands of premium sites and mobile carriers. Publishers, brand marketers,



and performance advertisers leverage Taboola to retain users on their sites, monetize their traffic, and distribute organic and sponsored content as well as video to engage high-quality audiences. Partners include: USA TODAY, Huffington Post, MSN, Business Insider, The Independent, Welt, L'Express and The Weather Channel. A global company with local service touch points, Taboola is headquartered in New York City with offices in Los Angeles, London, Tel Aviv, New Delhi, Bangkok, São Paulo, Mexico City, Beijing, Shanghai, Istanbul, Seoul, Sydney and Tokyo. Learn more at www.taboola.com and follow @taboola on Twitter

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