

## NDTV PARTNERS WITH DEN FOR BLOG.TELLY

### *Powers content for interactive micro blogging service for Digital Television Platform*

New Delhi, August 09: In a new initiative, designed to offer viewers an exciting opportunity to interact with each other and share their views, DEN Networks Limited (DEN) recently launched a micro blogging service called blog.telly on its digital cable platform, Digitelly. This service enables its digital cable TV subscribers to share their view points on interesting topics which are capturing the nation's mind space.

So now after watching your favourite anchor like Barkha Dutt or Prannoy Roy talk on an issue you could submit your opinion and if they are the best entry, get selected under BLOGS OF THE DAY. It's simple and can be done by selecting single key on your remote or by logging onto the website! These views will be available for Digitelly subscribers on TV under Excite interactive section and for national participation on the company website. ([www.digitelly.in](http://www.digitelly.in))

“DEN, one of the largest cable distribution entity in India is driven towards providing entertainment offerings to its subscribers, with a focussed consumer value proposition. With its national footprint we are happy to power this initiative for them”, said Rohit Lamba, Senior Vice President, NDTV Distribution & Affiliate Relations.

Neeta Thakare, Vice President, Content Innovation, DEN added, “We are privileged to have NDTV as one of our content partners for blog.telly, an interactive service which will enable subscribers to share their views with millions of others via the medium of television.”

#### About NDTV

NDTV Ltd, founded in 1988, is India's largest news and infotainment network. It is home to the country's best and brightest reporters, anchors, camerapersons and producers; 23 offices and studios across the country host India's most modern and sophisticated production, newsgathering and archiving facilities. NDTV has an unmatched track record of launching the most successful news channels in India and three abroad: Its flagship channel NDTV 24x7 is a clear leader in the English news segment, NDTV Profit, a 24-hour business plus channel, is India's leading business news channel, and NDTV India is amongst the country's most credible Hindi news channels. NDTV is credited with pioneering several broadcasting and programming initiatives in Indian television setting award winning benchmarks in reporting and production. The group has now expanded into one of the nation's biggest broadcasting houses by growing beyond news into Entertainment and Lifestyle Broadcasting, Media Process Outsourcing and Convergence.

## About DEN

DEN Networks Limited (DEN) is a leading cable distribution entity with a pan-Indian footprint. DEN is promoted by Sameer Manchanda, an industry veteran with over 20-years of experience in media & channel distribution. Raghav Bahl Promoter, Network18 Group, is a Director of the Company. DEN is led by CEO, Anuj Gandhi; Presidents - S. N. Sharma, Vikas Bali and M.G. Azhar - who have been associated with the media industry for more than 16 years. In a short span of time, DEN's subscriber base has expanded from zero at incorporation to approximately 10 million subscribers.

“DEN Networks Limited is proposing, subject to market conditions and other considerations, a public issue of its equity shares and has filed a Draft Red Herring Prospectus with the Securities and Exchange Board of India (“SEBI”). The Draft Red Herring Prospectus is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) and the respective websites of the Global Co-ordinator and Book Running Lead Manager (“GCBRLM”) and Co-Book Running Lead Manager (“CBRLM”) at [www.db.com/India](http://www.db.com/India) and [www.antiquelimited.com](http://www.antiquelimited.com). Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the section titled “*Risk Factors*” of the Draft Red Herring Prospectus.”

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