



IndiaCast Media Distribution Private Limited ("**IndiaCast**") is a joint venture between TV18 Broadcast Limited ("**TV18**") and Viacom18 Media Private Limited ("**Viacom18**"). The JV was announced as a strategic joint venture to create India's first multi-platform 'Content Asset Monetization' entity. IndiaCast was created inter-alia with the aim to consolidate the distribution functions of both media houses to reach new markets and increase operational efficiencies.

**IndiaCast** is mandated to inter-alia drive international Channel distribution, advertising sales on international Channels and content Syndication of media houses such as, TV18, Viacom18, A+E Networks | TV18, Panorama Television and Eenadu Television.

**IndiaCast** is authorized to distribute various channels (and content therefrom) of aforesaid media houses across various distribution platforms (such as, Cable, DTH, IPTV, HITS and MMDS) in numerous countries. IndiaCast's channel and content offering ranges from entertainment, kids, news, infotainment, music and regional language genres. IndiaCast also manages carriage and placement services for various broadcasters in India on a principal to principal basis. The aforesaid media houses are broadcasters of the following channels.

- **TV18:** CNBC TV18, CNBC Awaaz, CNN News18, News18 India, CNBC Bazaar, News18 Kerala, News18 Tamil Nadu, News18 Assam/North East, CNBC TV18 Prime HD
- **Viacom18:** Colors, MTV, MTV Indies, Rishtey, Nick, Vh1, Sonic, Comedy Central, Nick Jr, Colors Infinity, MTV Beats, Rishtey Cineplex, Colors Super, Colors Gujarati, Colors Marathi, Colors Bangla, Colors Kannada, Colors Oriya, NXT, Colors HD, MTV Indies, Colors Infinity HD, Comedy Central HD, Vh1, Nick HD+, Colors Marathi HD, Colors Bangla HD, Colors Kannada HD, MTV Beats HD, MTV HD+ and Cineplex HD
- **A+E Networks | TV18:** The History Channel, FYITV18, History TV18 HD
- **Eenadu Television:** ETV, ETV Andhra Pradesh, ETV Telangana, ETV Cinema, ETV Life, ETV Plus, ETV Abhiruchi and ETV HD
- **Panorama Television:** ETV Uttar Pradesh Uttaranchal, ETV MP Chhattisgarh, ETV Rajasthan, ETV Urdu, ETV Bihar Jharkhand, News18 Kannada, ETV News Bangla, New18 Punjab / Haryana / Himachal Pradesh, ETV News Gujarati, ETV News Odia
- **IBN Lokmat News:** News18 Lokmat

**About TV18 Broadcast:** The Network18 Group is a media and entertainment company with interests in television, internet, filmed entertainment, digital business, 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 Bajar, CNBC-TV18 Prime HD, CNN-News18, IBN7, ETV channels 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, Colors Infinity, Colors Infinity HD, Rishtey, Rishtey Cineplex, Cineplex HD, Colors Gujrati, Colors kannada, Colors kannada HD, Colors Marathi, Colors Marathi HD, Colors Bangla, Colors Bangla HD, Colors Odia, Colors Super, NXT MTV, MTV Beats, MTV Beats HD, MTV Indies, MTV HD+, SONIC, Comedy Central, Comedy Central HD, VH1, VH1 HD, Nick, Nick Junior, Nick HD+ - and Viacom18 Motion Pictures, the group's film 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 The History Channel and FYI TV18.

**About Viacom18:** Viacom18 Media Pvt Ltd. Is one of the India's fastest growing entertainment networks and a house of iconic brands that offers multi-platform, multi-generational and multi-cultural brand experiences. A joint venture of Viacom Inc. and the Network18 Group, Viacom18 defines entertainment in India by touching the lives of people through its properties on air, digital, on ground, in store and through cinema. It's the house of iconic brands that have struck a chord with every generation.

**Disclaimer:** *Please note that the aforesaid information is for reference only and is not intended to be, in any manner whatsoever, legally binding on IndiaCast and/or its affiliated companies. We do not warrant, represent or guarantee the completeness and accuracy of the information published herein, or that the information contained herein can be applied to achieve any particular result. To the maximum extent permitted by applicable laws we exclude all representations, warranties and guarantees relating to this information contained herein (including, without limitation, any warranties implied by law of satisfactory quality, fitness for purpose and/or the use of reasonable care and skill).*