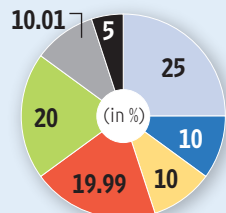


THE NUMBERS GAME

The company is doing well in the music channel business, but not so well in general entertainment and news segments.

Principal shareholders in INX Media Pvt. Ltd

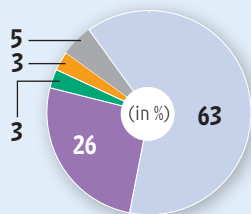


Company

- IM Media Pvt. Ltd (Indrani Mukerjea)
- IPM Pvt. Ltd (Indrani Mukerjea)
- Incon Pvt. Ltd (Indrani & Peter Mukerjea)
- Temasek Holdings
- New Silk Route Partners
- Two Kotak Investment firms and New Vernon private equity group
- Employees

Owner's name in brackets

Shareholding of INX News Pvt. Ltd

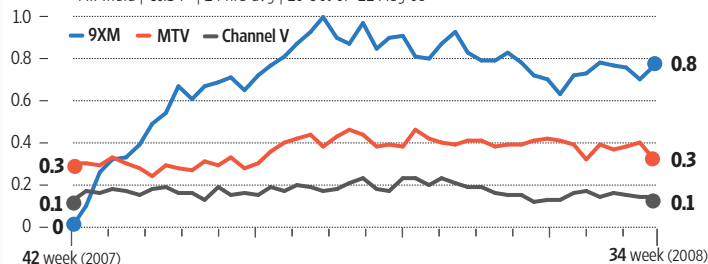


Company

- IM Media Pvt. Ltd
- INX Media Pvt. Ltd
- Indrani Mukerjea
- Vir Sanghvi
- Employees

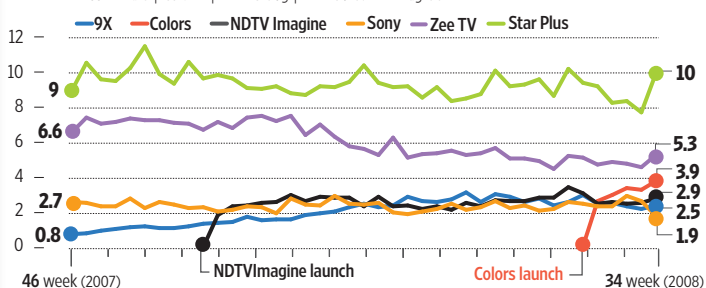
Music channels (% of TV audience)

All India | C&S4+ | 24 hrs avg | 20 Oct 07-21 Aug 08



General entertainment channels (% of TV audience)

N.WE India | C&S4+ | 24 hrs avg | 12 Nov 07-21 Aug 08



English news channels (% of TV audience)

All India | C&S4+ | 24 hrs avg | 24 Mar 08-21 Aug 08

