

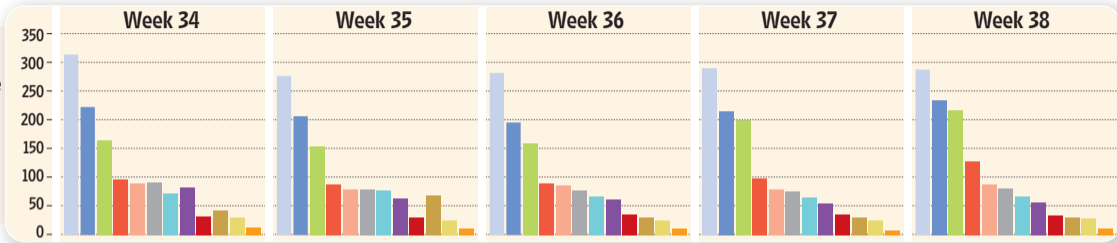
A STEADY CLIMB

Colors has slowly been climbing the ratings charts, from 163 GRPs in week 34 to 217 GRPs in week 38, ending 20 September.

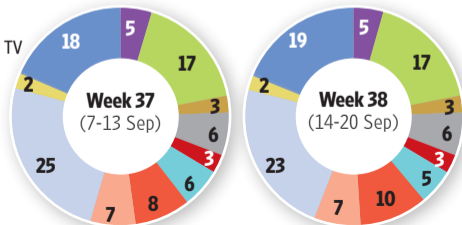
GRP ratings of GEC channels



Period: 14-20 Sep



Channel share %



Top 10 programmes in Hindi GEC for week 38

| No. | Channel | Programme |
|-----|-----------------------|-----------------------------|
| 1 | Star Plus | Bidayi |
| 2 | Colors | Balika Vadhu |
| 3 | Colors | Jai Shri Krishna |
| 4 | Sony Entertainment TV | Indian Idol 4 |
| 5 | Zee TV | Saath Phere |
| 6 | Zee TV | Kasamh Se |
| 7 | Zee TV | Banoo Main Teri Dulhaan |
| 8 | Star Plus | Kis Desh Mein Hai Meraa Dil |
| 9 | Star Plus | Raja Ki Aayegi Baarat |
| 10 | Star Plus | Kahaani Ghar Ghar Ki |

Period:
14-20 Sep 2008

TG: CS 4+yrs, Market: HSM

Source: TAM Peoplemeter System