



India Breaks New Frontiers

Industry leaders, Genpact & NDTV team up to offer first of its kind, outsourcing services to the Global Media, Broadcasting and Entertainment Industry

India, New Delhi, March 29, 2006 – Genpact, formerly GE Capital International Services, and NDTV, a leading Indian media and broadcasting company, today jointly announced an alliance to offer media outsourcing services to enterprises worldwide.

Under the terms of the agreement, Genpact and NDTV will form a jointly-owned venture that will focus on providing cost effective, high quality media services to global and regional media and entertainment companies in areas like editing, digitization and closed captioning.

Currently 70% of all media work is digital and virtually 70% of this can be outsourced. In some ways, the media world is currently at an inflection point similar to the Y2K phenomenon, as decades of analog is being converted to digital from major process-based operations to high-end functionality. Genpact and NDTV plan to capitalize this untapped market.

The joint venture aims to deliver value and business impact to global media and entertainment customers. The venture will combine NDTV's brand image, domain knowledge and world class media skill sets with Genpact's offshore experience, global delivery capabilities, sales and marketing infrastructure, and reputation for operational excellence.

NDTV is the largest news and current affairs broadcaster in India and also has two decades of extensive experience in all forms of media and entertainment production. Genpact is known as a global provider of high-quality business services and technology solutions. Combining the excellence in media production offered by NDTV and the widespread network of Genpact, the joint venture will deliver the best in media outsourcing to customers across the globe.

"We are very excited about this new venture and believe that there are significant untapped opportunities around the world. We hope to break new frontiers and push India's media envelope even further", **said Dr. Prannoy Roy, Chairman of NDTV**. "Our partner, Genpact and their outstanding experience and reputation in global business processes, combined with NDTV's commitment to quality and cutting-edge technology, should deliver significant value for media and entertainment players around the world", **he further added**.

Commenting on the alliance, Pramod Bhasin, President and CEO of Genpact, said, "This is a landmark deal, the first of its kind to offer outsourcing solutions for the media industry. Through our partnership with NDTV, our customers will gain access to customized solutions and be able to further benefit from our global expertise and cost-effective service delivery. **He further added**, "With 20 years of experience, NDTV's domain knowledge will provide this venture a solid foundation to pursue opportunities in the growing media space."

The entire Global Media & Entertainment Industry was estimated at \$1,340 bn at the end of 2005 and is expected to grow to \$1,777 bn by end of 2009¹. In addition, there are a number of drivers that are changing the dynamics for the industry, such as the increasing prevalence of HDTV, digital content and on-demand programming. The changing dynamics have created a need for media companies to ensure that their content is digitized and available for customers to access and use. There is also pressure on media companies globally to cut costs and outsourcing is one of the established means to achieve this.

The venture between NDTV and Genpact will be the first to offer tailored outsourcing solutions to the media industry, allowing companies to respond to these changes quicker, faster and cheaper than would otherwise be possible.

About Genpact

Genpact drives process improvements to help global enterprises improve their revenue, cash, costs, margins, speed and customer relationships. A company majority-owned by GE and the private equity firms of General Atlantic and Oak Hill Capital Partners, Genpact has over 20,000 highly skilled associates specialized by industry (banking/finance, insurance, manufacturing, transportation, and business services) and by the impact areas they serve (finance & accounting, sales & marketing analytics, financial services collections & operations, supply chain & procurement, aftermarket services, transaction services, informational technology services, and enterprise application services & program management). With a direct sales network spanning the world, Genpact has administrative offices in Luxembourg, New York City, and Gurgaon, near New Delhi, India, and has operations centres across India as well as in China, Hungary, Romania, the United States and Mexico. Genpact is fast expanding its global footprint to include countries like Philippines and Poland. For more info: www.genpact.com

About NDTV

NDTV Ltd, founded in 1988, is India's first and largest private producer of news, current affairs and entertainment television. It is home to the country's best and brightest reporters, anchors and producers; 23 offices and studios across the country host India's most modern and sophisticated production and newsgathering facilities. As an organization, NDTV is totally committed to one cause: to use its extensive expertise, experience, technology and reach to create unparalleled coverage of the latest in domestic and international news and entertainment for viewers at home and around the world. In 2003, NDTV simultaneously launched two 24-hour news channels, NDTV 24x7 in English, and NDTV India in Hindi, which targets the Indian diaspora across the world. Last year NDTV launched NDTV Profit - a 24 hour business plus channel. For more info: www.ndtv.com

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¹ Source: Pricewaterhouse Coopers