August 17, 2026

To,

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001
Scrip Code: 532529

National Stock Exchange of India Limited
Exchange Plaza, 5th floor, Bandra Kurla Complex,
Bandra (East) Mumbai - 400 051
Scrip Symbol: NDTV

Sub: <u>Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Update on acquisition of "GoodTimes" Channel (Business Undertaking)</u>

Dear Sir/ Ma'am,

In furtherance of our disclosures dated July 17, 2026, we wish to inform you that New Delhi Television Limited **("Company")** has entered into an Asset Purchase Agreement **("Agreement")** with Lifestyle & Media Broadcasting Limited **("Seller")** for acquisition of the business undertaking comprising the "GoodTimes" channel ("Business Undertaking").

The completion of the acquisition is subject to fulfilment of the closing conditions as specified in the Agreement, including receipt of requisite approval from the Ministry of Information and Broadcasting ("MIB") and other regulatory/statutory approvals, as may be applicable.

Further, the details as required under the SEBI Listing Regulations read with SEBI master circular SEBI/HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, are enclosed herewith as **Annexure A.**

You are requested to take the above on record.

Thanking you,

Yours sincerely,

For New Delhi Television Limited

PARINITA BHUTANI DUGGAL
Digitally signed by PARINITA BHUTANI DUGGAL
Date: 2026.08.17 16:38:47 +05'30'

Parinita Bhutani Duggal
Company Secretary and Compliance Officer

Annexure A

S. No.	Particulars	Details
1.	Name of the target entity	No separate entity is being acquired. The Company has entered into an Agreement with Seller to purchase the Transferred Assets (as defined below) of the Seller for a lump sum consideration, subject to fulfilment of customary conditions precedent, including obtaining requisite regulatory or statutory approvals. *Transferred Assets means (a) all business authorizations, licenses, permits and consents from any Governmental Authority (including the license and permission granted by the Ministry of Information and Broadcasting, Government of India in relation to the Television Channel; (b) agreements with customers, advertisers, and (other stakeholders) associated with the Television Channel (including the Assignment Contracts); (c) programming, content, branding, Intellectual Property Rights, distribution rights, monetization rights, Digital Assets, broadcasting rights, Content, and any other assets or rights directly or indirectly related to the marketing, operation and management of the Television Channel (including the Assignment Agreement); and (d) goodwill and brand reputation associated with the Television Channel.*
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	Yes, Seller is a joint venture of the Company and, accordingly, a related party. The transaction is undertaken on an arm's length basis, in accordance with the valuation report obtained from a registered valuer. The promoter, promoter group and group companies of the Company do not have any interest in the Seller's company, except to the extent of their indirect shareholding, if any.
3.	Industry to which the entity being acquired belongs	Broadcasting and programming activities (Business Undertaking comprising the "GoodTimes" Channel).
4.	Objects and impact of acquisition (including but not limited to,	The acquisition of the "GoodTimes" business undertaking will strengthen the Company's strategic

	disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	positioning, diversify and expand its operational capabilities, and enhance long-term stakeholder value.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	The transfer of the television channel license associated with the "GoodTimes" business undertaking is subject to the approval of the Ministry of Information and Broadcasting, Government of India.
6.	Indicative time period for completion of the acquisition	The transaction is expected to be completed within approximately 3 (three) months.
7.	Consideration - whether cash consideration or share swap or any other form and details of the same	Cash consideration and Television Advertising Inventory.
8.	Cost of acquisition ~~and/or the price at which the shares are acquired~~	Lumpsum consideration of upto Rs. 18 crore on a cash free debt free basis, subject to adjustments in accordance with the terms and conditions of the Agreement.
9.	Percentage of shareholding / control acquired and / or number of shares acquired	Not applicable.
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	Not applicable, as no separate legal entity is being acquired. The transaction pertains to the acquisition of the Business Undertaking comprising the "GoodTimes" Channel, which is engaged in lifestyle-focused broadcasting and related media content, on a going concern basis.