

The Manager
Listing Department
National Stock Exchange of India Ltd
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex
Bandra (E), Mumbai 400 051

A Superbrand.

October 9, 2014

Dear Sir,

Re: Scrip Code – 532387

In terms of the Listing Agreement, we are submitting to you the text of our press release.

PRESS RELEASE

Ogle partners with Litomania to Live Stream October Litfest

Ogle subscribers can now live view discussions, debates, workshops by India's renowned authors Amish Tripathi, Ravi Subramanian, Ashwin Sanghi, Sanjeev Kapoor, Ravinder Singh.

Mumbai, October 09, 2014: PNC Digital, a subsidiary of Pritish Nandy Communications Limited, announces an exclusive partnership of Ogle, its cutting edge video and audio streaming platform with Think Why Not Group (TYN), the marketing force behind India's bestselling authors. This partnership empowers Ogle subscribers to watch live streamed events at Litomania, The October Lit Fest. For the first time, Ogle subscribers across India and the globe shall be able to view live discussions, debates, workshops at this litfest. Also, exclusive to Ogle, there will be live interactions with select authors.

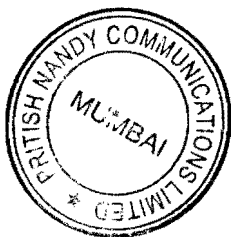
Commenting on the partnership, **Pritish Nandy, Chairman, PNC Digital** said, "This is a path breaking experiment. It allows busy Mumbaikars who miss an event of this magnitude because of work, time and travel constraints to watch it from wherever they are. It also allows people all over the world to watch such events in Mumbai, live. This association with Litomania is the first to many such events to be streamed live, allowing viewers the pleasure of seeing what they want from wherever they are, on a device of their choice."

Harshawardhan Sabale, CEO - PNC Digital said, "This is the first ever live streaming powered by Ogle for literature and cultural festival frequenters who cannot make it to the festival this year. We at Ogle are striving to make a change by empowering our subscribers to watch whatever they want, wherever and whenever they want."

By live streaming events like this, Ogle allows consumers an option, till now non-existent, to never miss an event wherever they may be, and however preoccupied they are. With this Ogle strives to introduce a lifestyle shift for those who are pushed for time and simply cannot afford appointment viewing.

Sangram Surve, CEO, Think Why Not Group & Festival Director, Litomania says, "Litomania is my dream and yearning to reach out to masses to inculcate reading habits and promote Indian writers. Ogle is a perfect platform for us to partner with; it's a platform, which integrates traditional reading with digital viewing, suiting this new age mobile generation, which wants everything at their own discretion."

Litomania, the litfest dedicated to popular Indian contemporary writing, can be watched on Ogle by logging on to <http://litomania.ogle.rocks>.



CIN: L22120MH1993PLC074214



About Ogle

Ogle, a cutting edge video and audio streaming platform acquired by PNC Digital, is a proprietary system which allows audio and video streaming at extremely low bandwidth and on sub-optimal mobile and broadband networks that are commonplace in India. It is screen agnostic, user friendly and interactive across all operating systems.

Ogle will leverage PNC's cult stature in the entertainment and content business. It attempts to create the world's largest entertainment on demand system as it has the ability to reach almost every Indian with a mobile phone within the realms of the existing telecom and network infrastructure.

Yours truly,
For British Nandy Communications Ltd


Rupali Vaidya
Company Secretary

