

January 15, 2016

Listing / Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1
G Block, Bandra Kurla Complex,
Bandra (E), Mumbai-400051
Symbol: "NETWORK18"

Department of Corporate Affairs
BSE Limited
PJ Towers,
Dalal Street,
Mumbai-400 001
Scrip Code: 532798

Sub – Intimation regarding appointment of Independent Director

Dear Sir/Madam,

This is to inform you that the Board of Directors of the Company at its meeting held today i.e. January 15, 2016, appointed Mr. Prasoon Joshi as Additional Director (designated as an Independent Director) on the Board of the Company for a period of 5 (Five) years.

A brief profile of Mr. Joshi is enclosed herewith.

Mr. Joshi is not related to any other Directors of the Company.

You are requested to kindly take the above information on record.

Thanking you,

For **Network18 Media & Investments Limited**



Yug Samrat
Company Secretary

Network18 Media & Investments Limited

(CIN - L65910DL1996PLC076419)

Corp. office: Express Trade Tower, Plot No. 15-16, Sector 16A, Noida, Uttar Pradesh- 201 301, India
T +91 120 434 1818, F +91 120 432 4110

Regd. office: 503, 504 & 507, 5th Floor, Mercantile House, 15, Kasturba Gandhi Marg, New Delhi- 110 001
T +91 11 4981 2600, F +91 11 4150 6115

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Brief Profile of Mr. Prasoon Joshi :-

National Award Winner, an acclaimed Advertising industry Leader, Prasoon exemplifies the rare breed of creativity and leadership.

An Advertising and Communication icon who's built Mega brands, a Writer who's been honoured with the prestigious National award by the President of India, garnered glory at International Awards like Cannes, D&Ad, Clio, Media, Adfest, and plethora of others; he has authored 4 books as well, his first at the age of 17.

Prasoon has also been designated a Young Global Leader by the World Economic Forum. He was the Jury President of the Cannes International Festival, 2014 for its Titanium Category. He's the First Asian to be honoured so.

He is currently the Chairman of McCann Worldgroup Asia Pacific and its' CEO in India.

He is credited with marrying creativity with scale and giving McCann's work in India a distinct cultural edge making it a powerhouse that has the pulse of the market and consumer. His work, be it mainstream brands like Coca Cola, Mastercard, J&J, Perfetti, Nestle, GM, Metlife, Pears, Star TV, Maggi relaunch, or national ones like NDTV, Marico, Dabur, Britannia has gone on to make impact on the minds and in the market.

His socially relevant campaigns like Malnutrition Polio eradication, Women empowerment Ministry of tourism, the Swachh Bharat Abhiyaan (Clean India) have all won accolades and found deep and powerful consumer connect. He was also one of the key architects for the National Election campaign of 2014.

His creativity as a Writer -Poet permeates the arena of Indian Feature Films where he is a celebrated and award winning Song and Screenwriter for films like :- Taare Zameen Par, Rang De Basanti, Fanaa, Hum Tum, Bhaag Milkha Bhaag & many more.

Prasoon is also a columnist of branding and social issues. Leading business publications and regional dailies carry his articles.

In 2015 Prasoon was conferred the prestigious Padma Award by the Government of India. Prasoon was cited for his cultural contributions to poetry, cinema and communications.

Through his multifaceted pursuits and Content creation across the fields of Advertising, Writing and Music he has positively impacted the public consciousness and has emerged as an iconic socio cultural voice that resonates across segments.

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