



UTV strengthens its Interactive operations

Mumbai, Wednesday, Feb 16, 2011: UTV is strengthening operations in its Interactive Arm. This step is in sync with UTV's thrust on the Interactive play across audio and video offerings on all platforms and leveraging 3G and 4G opportunities. UTV is a clear leader in Content and Entertainment on the big screen and even the TV screen and is now moving to consolidate its position as a first mover to emerge as a dominant player across the burgeoning personal screen platforms.

This focus on the Interactive space will be led by M K Anand as CEO - Interactive, in addition to his current responsibility as CEO - Broadcasting. Zarina Mehta, who is currently the Chief Creative Officer - Broadcasting, will take on the added responsibility of Chief Creative Officer - Interactive. Lavina Tauro, Vice President will be Business Head, Voice Products. Sameer Pitalwalla, Sr. Vice President, who has recently joined UTV, is Business Head - 3G and manages the foray into the fast growing interactive market across multiple platforms.

Speaking on this development **MK Anand, CEO – Interactive & Broadcast, UTV** said, "We are on an aggressive growth path and are extremely bullish about the opportunities offered in the Interactive space. Consolidation of our operations will provide for better focus towards pursuing our objective of becoming the dominant player in the Digital Entertainment space. With this we will be able to enhance our efficiency to create a stronger and more scalable business model.

ABOUT UTV SOFTWARE COMMUNICATIONS LTD:

UTV is the No.1 media and entertainment brand in South Asia today reaching out to over 247 million consumers. This leading global media conglomerate in:

Motion Pictures: Have built the no. 1 movie studio in the country in just 5 years; pioneered the integrated studio model in India with creative, production, marketing, distribution and syndication all under one banner.

Television: Are the No. 1 TV producer with the largest number of shows on air and in production with reach across 20 countries in 7 languages across 27 channels. It has also emerged as the fastest growing broadcasting network in India, which in 3 years is among the top 5 networks of the country. Has powered India's No.1 youth brand – Bindass.

Interactive: Is the only Indian Company to enjoy global presence in the Games space with studios across London, Tokyo, Beijing, Austin and Mumbai making it one of the largest gaming

entities from South Asia. Also providing personalised entertainment on the mobile and web across the country and gearing up with content to leverage the 3G – 4G space.

UTV is listed on India's premier stock exchanges, The National Stock Exchange (NSE) & The Bombay Stock Exchange (BSE) and The Walt Disney Company holds a strategic stake in the company.

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