

NATIONAL NEWS CHANNEL

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ABOUT US Vision Mission Major Player Approach to Viewers Values

CBN NEWS CBN NEWS CBN NEWS CBN NEWS CBN NEWS CBN NEWS

Diversification Stability Our Strengths Market Journey To No. 1

CBN News is upcoming 24-hours multi-platform News & Information Channel . CBN News is deeply focusing on time-to-time news updates by their newscast programs. CBN News will be a 24 X 7 Satellite News Channel telecasting on Satellite, Cable Network, Streaming over Internet and also will be available on the DTH platform. CBN News determinant to the quality of information to its viewers by focusing on real news . CBN News will reach to its national viewers in the national language (Hindi). CBN News continues to innovate and grow by maintaining its tradition to provide useful information through real and important news.



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About Us **VISION** Mission Major Player Approach to Viewers Values

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Diversification Stability Our Strengths Market Journey To No. 1

To become a strong integrated media network in India with presence across the entire value chain, developing and adopting new technologies to remain ahead of the growth curve.



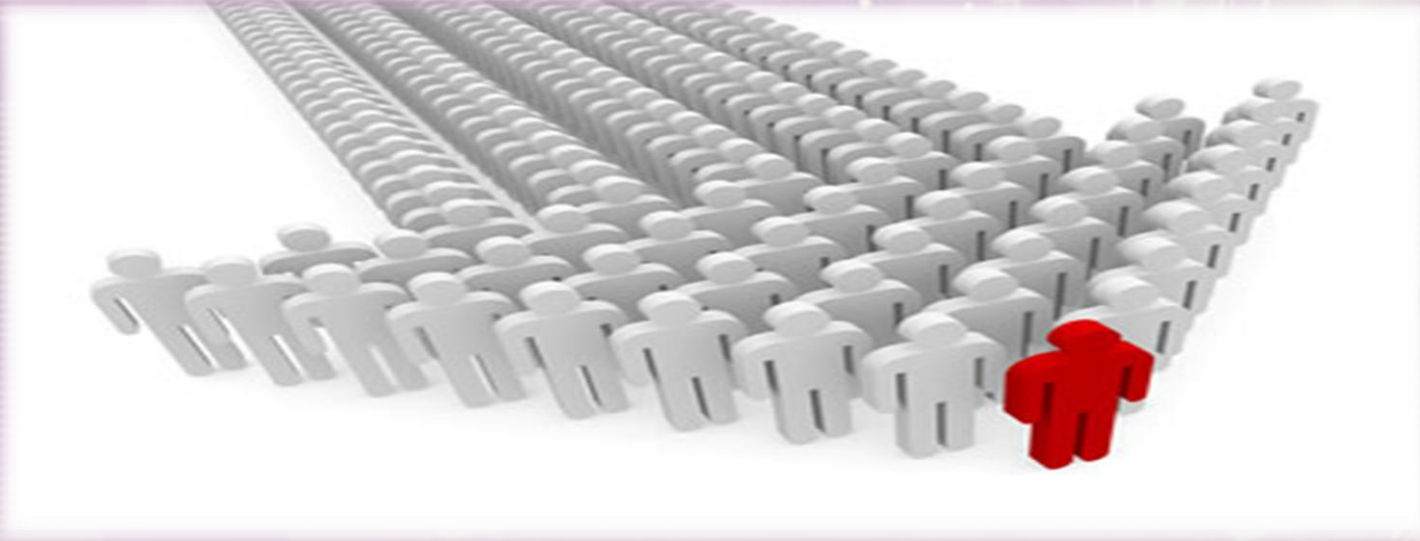
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About Us Vision **MISSION** Major Player Approach to Viewers Values



Diversification Stability Our Strengths Market Journey To No. 1

To become the world's leading global media company from the emerging markets. As a corporation, we will be driven by innovation and creativity and would focus on growth while delivering exceptional value to our customers, our viewers and all our stakeholders.



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About Us Vision Mission **MAJOR PLAYER** Approach to Viewers Values

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Diversification Stability Our Strengths Market Journey To No. 1

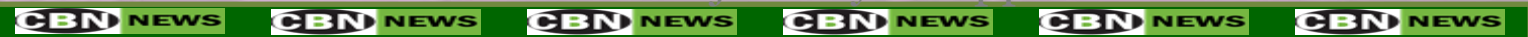


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- Identify markets with unfulfilled needs
- Discover segments on the basis of consumer characteristics
- Analysis segment potential & finalize segments to target
- Differentiate product offering from competitors
- Create a distinctive positioning in the mind of consumers.

About Us Vision Mission Major Player Approach To Viewers **VALUES**



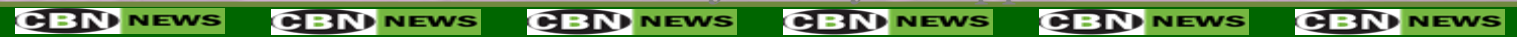
Diversification Stability Our Strengths Market Journey To No. 1

- Customer focus
 - Our company's strategies are driven by the needs of the customer. Our success can be measured by satisfaction achieved by our customers.
- Excellence
 - We accord a high premium to maintain superlative standards throughout our company. We encourage our employees to come up with smarter ideas within the fastest possible time.
- Creativity
 - Key to our value system in innovation and originality. We recognize and have a high regard for individual expression and creative freedom in our quest to provide customer satisfaction.
- Integrity
 - We observe strict ethical standards through editorial independence and creative expression, in order to earn the trust of our viewers and subscribers.
- Growth driven
 - We are committed to delivering consistent revenue and cash flow growth in order to provide our shareholder a good return. Our objective is to grow people, market and business around the world.



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DIVERSIFICATION Stability Our Strengths Market Journey To No. 1

24 Hrs Telecasting



Sensible Content



Special Reports



Global News



Reflecting behind mirror

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A robust distribution



True spirit of News Channel

True vision towards society in partial news

News without Bias.



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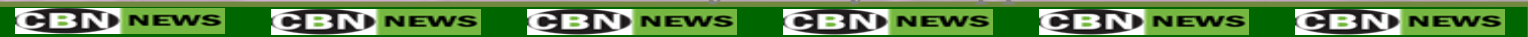
Diversification **STABILITY** Our Strengths Market Journey To No. 1

CBN News will left no stone unturned to make and sustain its position in Indian Media Market. CBN News's core is offering hard news and interactivity as its key component along with a plethora of mobile and multimedia-enabled content. Manned 24x7, CBN News is powered not just by CBN News journalists but also by CBN News's team of professionals. CBN News will serve robust and high quality news from every corner of India and relevant global news.



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Diversification Stability **OUR STRENGTHS** Market Journey To No. 1

A Great Team Of

Experienced Professionals

Great Leaders

Successful Businessmen

Sales Professionals

Technocrats

Technical Strengths

In-house Technology

R & D Team

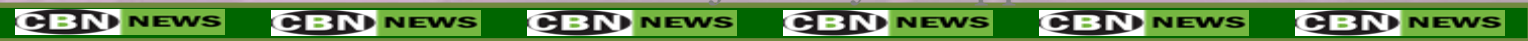
Eminent Scientists

Experienced Development Team



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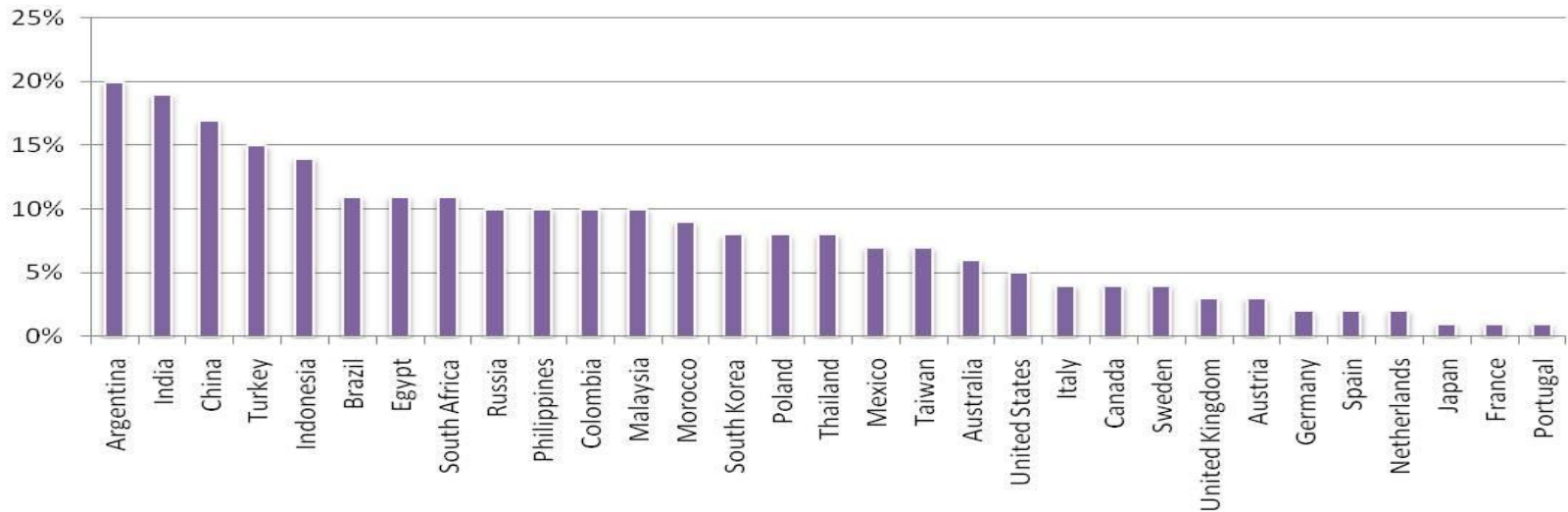
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Diversification Stability Our Strengths **MARKET** Journey To No. 1

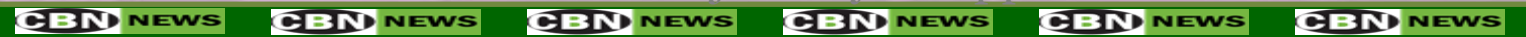
The World is our market. Our Current Focus INDIA

Projected Growth Rates for Advertising (2011-2016)



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Diversification Stability Our Strengths Market ***JOURNEY TO NO. 1***

CBN News as the world's news leader, on the same platform with an aim to provide the discerning viewers with a complete commitment to the needs and aspirations of the Indian viewer, while CBN National will continue to deliver global news to Indian viewers.



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Let **US...** Reach your 'Content', the World over...

Let **US...** Win Smiles & Revenue from Customers Worldwide...

Let **US...** Enjoy a Win – Win situation in Business !



Thanks



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