

NDTV 24X7

Informed. Insightful. Always On

NDTV 24X7 = A Trusted Leader in English News

NDTV 24X7 continues to reaffirm its legacy as one of India's most trusted English news channels. Since re-entering the BARC ratings ecosystem, the channel has consistently ranked among the top three English news channels – driven by higher viewer engagement, deep editorial rigour, and a dynamic programming mix.

Strong Ratings Performance*

With sustained gains in both **Time Spent** and **Reach**, NDTV 24X7 has retained a stronghold at **No. 2 or 3 position** within the English news genre. These rankings reflect the channel's enduring credibility, engaging formats, and sharp focus on stories that matter.

*As on March 31, 2025

17.9 million followers

Make NDTV the most popular English news handle on X (formerly Twitter) in India

14.5 million subscribers

Place NDTV's YouTube channel as the highest subscribed English news channel in India

3.3 million followers

Make NDTV one of the most followed English news accounts on Instagram in India



Programming That Resonates

Breakfast Show

A distinctive dual-anchor format beaming simultaneously from Delhi and Mumbai, the show captures news and nuanced perspectives to start the day strong (8 AM–10 AM).

India Through the Eyes of Icons

A marquee interview series with India's most inspiring personalities – from business leaders to cultural icons – who have shaped the nation's evolving story.

Budget Series

Exploring policy narratives and implications – this series presents an inclusive view, representing the voices of citizens, industry, and government.

Highlighting the Top Insights

Coverage 1

Trump Assassination Bid, Election and Inauguration



Coverage 2

Israel-Hamas War



Revamped Afternoon Prime-Time

Fresh format at 1 PM with "The Developing Story", offering crisp updates and a thoughtful roundup of the day so far.

Meet Our MPs

Conversations with Parliamentarians from both Houses, exploring their personal journeys, political commitments, and vision for the future.



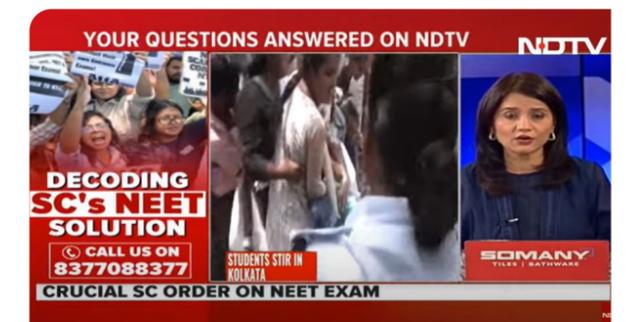
Coverage 3

AI Paris Summit 2025 (Co-chaired by PM Modi)



Coverage 4

NEET/NTA Mess



NDTV India

Insights we stand by for the nation

NDTV India = Most Trusted Indian News Destination

With a commitment to unbiased, in-depth reporting, we bring stories that truly matter, ensuring integrity and accuracy remain at the heart of our journalism.

From cutting-edge analysis to on-ground reporting, NDTV's coverage has resonated deeply with viewers across the nation. This commitment was reflected in our impactful storytelling around major events such as the World Economic Forum 2025 at Davos, Lok Sabha Elections, Mahakumbh, and State Elections.



Key Insights into NDTV.in*

50 million+

Unique visitors per month – Fastest growing vertical in NDTV Group

#1

Hindi News website with 63.1 million users

72.75% ▲

Growth in traffic volume

4 ENBA & 4 NT Awards 2024

Recognised for excellence in Hindi digital journalism.

19M+

YouTube Subscribers adding 3M new subscribers in the last year.

*As on March 31, 2025

Initiatives Undertaken During the Year

1. Revamping News Programming

This year, we introduced a **dynamic refresh** to our **morning and evening news bands**, ensuring a faster, more engaging, and insightful viewing experience.

2. Launch of High-Impact Prime-Time Shows

- **Muqabla (7 days a week):** Hard-hitting debates on the day's most pressing issues.
- **News Headquarters:** Rapid-fire 60-second updates for quick, impactful news.
- **NDTV Duniya:** In-depth coverage of global events and their impact on India.
- **Metronation@10:** A nationwide roundup at 10 PM, capturing the pulse of India.
- **NDTV Explainer:** Analytical deep dives, breaking down the nuances behind major headlines.

3. NDTV Originals – Expanding Investigative Journalism

A dedicated documentary series providing comprehensive coverage on major national and global issues.

Highlighting the Year's Top Insights

Coverage 1

Election 2024 – NDTV Election Carnival covered **34 cities & 5,000 km**, engaging voters nationwide.



Coverage 2

Exclusive Interviews with PM Narendra Modi, Amit Shah, Nitin Gadkari, Nirmala Sitharaman, and RBI Governor.



Coverage 3

Groundbreaking Investigations – Flash Floods in Uttarakhand, Russia-Ukraine Conflict, Iran-Israel Crisis, and Hezbollah War Updates.

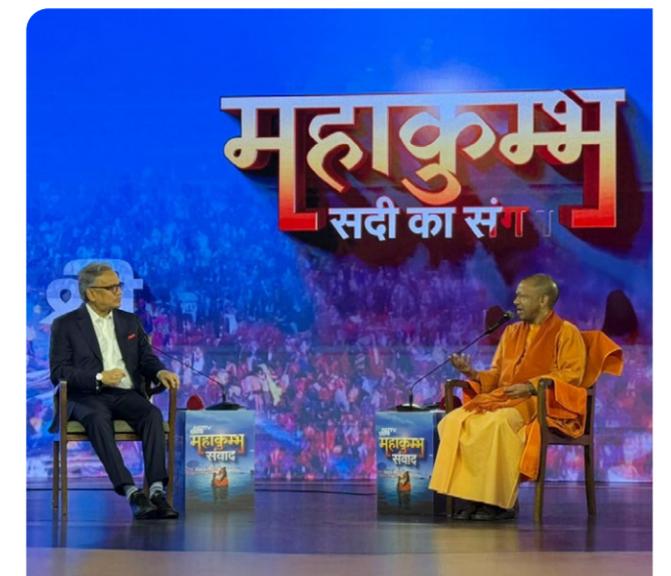
Coverage 4

NDTV at Davos – Senior journalist **Vishnu Som** brought exclusive insights from the **World Economic Forum**, engaging with **key global leaders and industry experts** on pressing economic and geopolitical issues.



Coverage 5

Maha Kumbh 2025 – **85M+ Instagram views**, **53M+ YouTube views**, a dedicated microsite, and new social handles.



NDTV Profit

Decoding markets to deliver business intelligence

NDTV Profit = Most Trusted Business Insights

Our NDTV Profit channel firmly established itself as a leading multi-platform business news destination in FY 2023-24, and we continued to seamlessly integrate television, digital, and audio experiences.

With cutting-edge technology, a data-driven approach, and an enhanced programming mix, the channel continues to deliver sharp financial insights tailored to India's evolving investment and business landscape.

Backed by an integrated newsroom and next-generation studios with advanced AR/VR capabilities, NDTV Profit remains committed to providing in-depth market analysis and economic news.

Following the successful relaunch of NDTV Profit in FY 2023-24, we built on that momentum to further cement our position as a leading multi-platform business news destination. Seamlessly integrating television, digital, and audio experiences, we deliver incisive financial insights that capture the pulse of India's evolving investment landscape.

Leveraging state-of-the-art technology and a data-driven approach, our enhanced programming mix offers real-time market analysis and strategic perspectives that empower viewers to navigate complex economic trends.

With a fully integrated newsroom and next-generation studios equipped with advanced AR/VR capabilities, NDTV Profit is committed to providing in-depth coverage and insightful commentary that resonates with India's business community. In just its first year post-relaunch, the channel has garnered significant recognition among industry experts and financial leaders, reaffirming our dedication to quality journalism and innovation in business reporting.



Key Insights in the Business News*

54.74M

Total site visits

210.93%

Growth in page views

4.7M

Unique visitors on desktop

21M

Unique visitors on mobile

*As on March 31, 2025

Initiatives Undertaken during the year

Expanded Live Programming

Extended live programming from 4 PM to 9 PM to provide deeper coverage of personal finance and top business news. Also, differentiated content was introduced to cater to a wider audience post-market hours.

Full-Scale Revamp

Launched a complete overhaul of NDTV Profit's programming, including new shows and an updated visual identity. And adopted a fast-paced, youthful, and energetic format to reflect the dynamic team behind NDTV Profit.

Increased Live Coverage

Expanded to 13 hours of live programming on weekdays, more than doubling the airtime since the channel's relaunch in December 2023.

Audience-Centric Content Strategy

Implemented viewer-driven programming enhancements, incorporating audience feedback to refine and tailor shows for maximum relevance and engagement.

Highlighting the Year's Top Business insights

Coverage 1

NDTV Profit Conclave 2025 – We brought together industry stalwarts and financial experts for insightful discussions on market trends, economic growth, and investment strategies. The event featured prominent leaders sharing their perspectives on the evolving business landscape and future opportunities.



Coverage 2

NDTV Profit Exclusive 2025 (Finance Minister Nirmala Sitharaman First Budget Interview) – In an exclusive interview with NDTV Profit, Finance Minister Nirmala Sitharaman emphasised Budget 2025's focus on inclusive growth, capex-driven momentum, revised tax slabs, and import duty cuts to support MSMEs and economic expansion.

Coverage 3

NDTV Profit Conclave 2025 (Indian road to a Viksit Bharat - Piyush Goyal) – NDTV Profit hosted its first-ever conclave, aligning with the Honourable Prime Minister's vision for a Viksit Bharat. The event featured key industry leaders discussing economic growth, innovation, and India's transformation across sectors – from traditional manufacturing to emerging Quick-Commerce and AI firms. Union Minister Piyush Goyal headlined the event, sharing insights on India's roadmap to 2047.



NDTV World

Launch of an inspiring global initiative

NDTV World = Most Trusted Window to Global News

NDTV World was launched on October 21, 2024, marking our bold expansion into the global news landscape. With the tagline, "Seeing the World from Where India Stands", NDTV World aims to bring an Indian and Asian perspective to international markets, reinforcing India's role in shaping global narratives.

A First-of-Its-Kind Global News Platform from India

NDTV World stands out as a multi-platform, globally distributed news network, making Indian perspectives accessible to audiences across the US, UK, Canada, UAE, and beyond. Available on DTH, digital cable, IPTV, and OTT platforms, the channel is designed to deliver in-depth analysis, expert insights, and impactful storytelling on global issues – all with an Indian lens.

Key Insights NDTV World*

3,651.1 Million Total site visits	127.15% Growth in page views
145.3 Million Unique visitors on desktop	1.2 Billion Unique visitors on mobile

*As on March 31, 2025



Highlighting the Launch's Top Insights

Coverage 1

Digital Arrests – People losing crores of money to scammers.



Coverage 3

Hema Committee Report on Sexual Offences – Extensive coverage of the landmark report addressing legal reforms and protections.



Coverage 2

AI Paris Summit 2025 – On-ground coverage of the global summit co-chaired by PM Narendra Modi, focussing on AI governance and innovation.



Coverage 4

Special Series: Conversations on Constitution – A thought-provoking series analysing India's constitutional framework and its evolving impact.



NDTV Regional Network

Promoting regional perspectives via our specific channels

NDTV Regional Network = Most Trusted Local News Channels

With the rising demand for news in local languages, regional journalism has never been more crucial. Expanding our footprint, we ensure credible, hyper-local news reaches smaller towns and rural areas, bridging the information gap with in-depth reporting.

Building on our legacy of trusted journalism, we have bolstered our regional presence with NDTV Madhya Pradesh & Chhattisgarh, NDTV Rajasthan, and NDTV Marathi, alongside dedicated digital platforms for seamless access. These initiatives enrich regional storytelling, fostering a diverse and inclusive news experience.

Launch of NDTV Marathi

On May 1, 2024, marking Maharashtra Day, we launched NDTV Marathi, our sixth news channel, further expanding our regional presence. The inauguration was graced by Maharashtra Chief Minister Devendra Fadnavis, Maharashtra Deputy Chief Minister Eknath Shinde and other dignitaries. To commemorate the launch, NDTV introduced the 'Let's Start Up in Maharashtra' campaign, aimed at inspiring and empowering the state's youth to embrace entrepreneurship and innovation.



Key Insights NDTV Marathi*

1,00,000

YouTube subscribers reached in just six months

32,000 approx.

Followers on Facebook

*As on March 31, 2025

1,00,000 approx.

Followers on Instagram

Silver Play Button

On YouTube achieved during the year

1. Major Events and Conclaves

- **Election Conclave** – 'Maharashtra Cha Jahirnama' – Pre-election platform featuring Devendra Fadnavis and other key figures.
- **NDTV Marathi Entertainment Awards** – Recognising excellence in Marathi cinema, TV, and OTT.
- **Environment Conclave** – 'Green Mumbai, Clean Mumbai' – Joint initiative with the state government for sustainability.
- **Ganpati Festival Celebrations** – Hosted at NDTV BKC, attracting political and business dignitaries.

2. Election Coverage and Special Shows

- **360° Election Coverage** – Widely appreciated for depth and accuracy.
- **Key Election Programmes:**
 - Election Carnival – Comprehensive election analysis and ground debates.
 - Ya Sarkar – Exclusive interviews with top politicians.
 - Taai Mai Akka – Women's perspective in politics.
 - Maharashtra Cha Jahirnama – Manifesto analysis of major parties.
 - Ya Sarkar Tumhi Market Kelay Jam – Insights from traders and markets.

3. Innovative and Impactful Shows

- **Money Time** – Daily finance updates.
- **Let's Startup in Maharashtra** – Showcasing Maharashtra's growing startup ecosystem.
- **Kaamachi Baatmi** – Fast bulletin for utility news.
- **Correct Karyakram** – Debate show on politics & social issues.
- **Crime Reels** – Focus on white-collar crime investigations.
- **Special Women-Focussed Shows:**
 - Nari Lay Bhari – Featuring women entrepreneurs (Navratri Special).
 - Baai Saheb – Conversations with IAS & IPS officers (Navratri Special).

Highlighting the Year's Top Local News Insights in Marathi



Coverage 1

Beed Coverage: Led to Minister Dhananjay Munde's resignation after exclusive coverage.

Coverage 2

BKC Auto Drive Sting Operation: Triggered government action and enforcement measures.

Coverage 3

Lavasa Landslide: NDTV Marathi was the first to break the news with extensive coverage.

Coverage 4

Baba Siddique Murder Case: First broken by NDTV Marathi, followed by others.

Coverage 5

Pollution Board Notice to Mercedes-Benz: NDTV Marathi's exclusive coverage led to action.

Coverage 6

Infosys Pune Techie's Resignation: First and exclusive interview aired.

NDTV Madhya Pradesh and Chhattisgarh

114 million
Views on Instagram

36k+
Followers on Instagram

Avg. PVs 2.20 million per month

This year, compared to average 1.22 million last year.

Highlighting the Year's Top Local News Insights

Coverage 1

MSME Chhattisgarh Summit – Discussed MSME growth, employment generation, and economic impact.



Coverage 2

MSME MP Summit – Focused on challenges faced by entrepreneurs; featured MP Deputy CM Rajendra Shukla.



Coverage 3

Emerging Business MP – Covered investment policies, new cancer treatment schemes, and the state's vision for a Naxal-free Bastar.



NDTV Rajasthan

500 million+
Views on Instagram

44k+
Followers on Instagram

Avg. PVs 2.20 million per month

This year, compared to average 1.22 million last year.

Highlighting the Year's Top Local News Insights

Coverage 1

Education Policy Dialogue – Featured policymakers and education experts.



Coverage 2

NDTV Rajasthan Conclave – Covered industries, education, banking, and real estate.



Coverage 3

Healthy India Programme – Focused on healthcare awareness with industry leaders.

