



DETAILS OF ORIENTATION AND FAMILIARIZATION PROGRAMME

HELD ON 02.03.2021

The Company conducted an Orientation and Familiarization Programme for its Independent and other Non-Independent Directors the purpose and objective of which was to apprise the Board, *inter-alia*, on the trends in the Media and Entertainment Industry (“M&E Industry”), covering the following:

- A. Estimated growth level of the M&E industry.
- B. Key trends driving M&E:
 - 1. Infrastructure
 - 2. Content
 - 3. Platforms
 - 4. Advertising
 - 5. Subscription
- C. Focus areas for Print for 2021:
 - 1. Product
 - 2. Revenue
 - 3. Cost
 - 4. Digital
- D. Focus areas for 2021:
 - 1. Product realignment
 - 2. Revenue transformation
 - 3. Cost intelligence
 - 4. Digital demarcation