

PITCH DECK



NKN MEDIA.

Taking Brands Forward with Holistic and Distinctive Plans

Winning brands is moving one stride forward! We look at every brand as a holistic element and we create distinctive and a sacrosanct plan with our network





VISION

We strive to be the leading media outsourcing company, creating growth opportunities and delivering exceptional value. Our success is measured by that of our clients and partners, achieved through innovative solutions and a commitment to excellence

MISSION

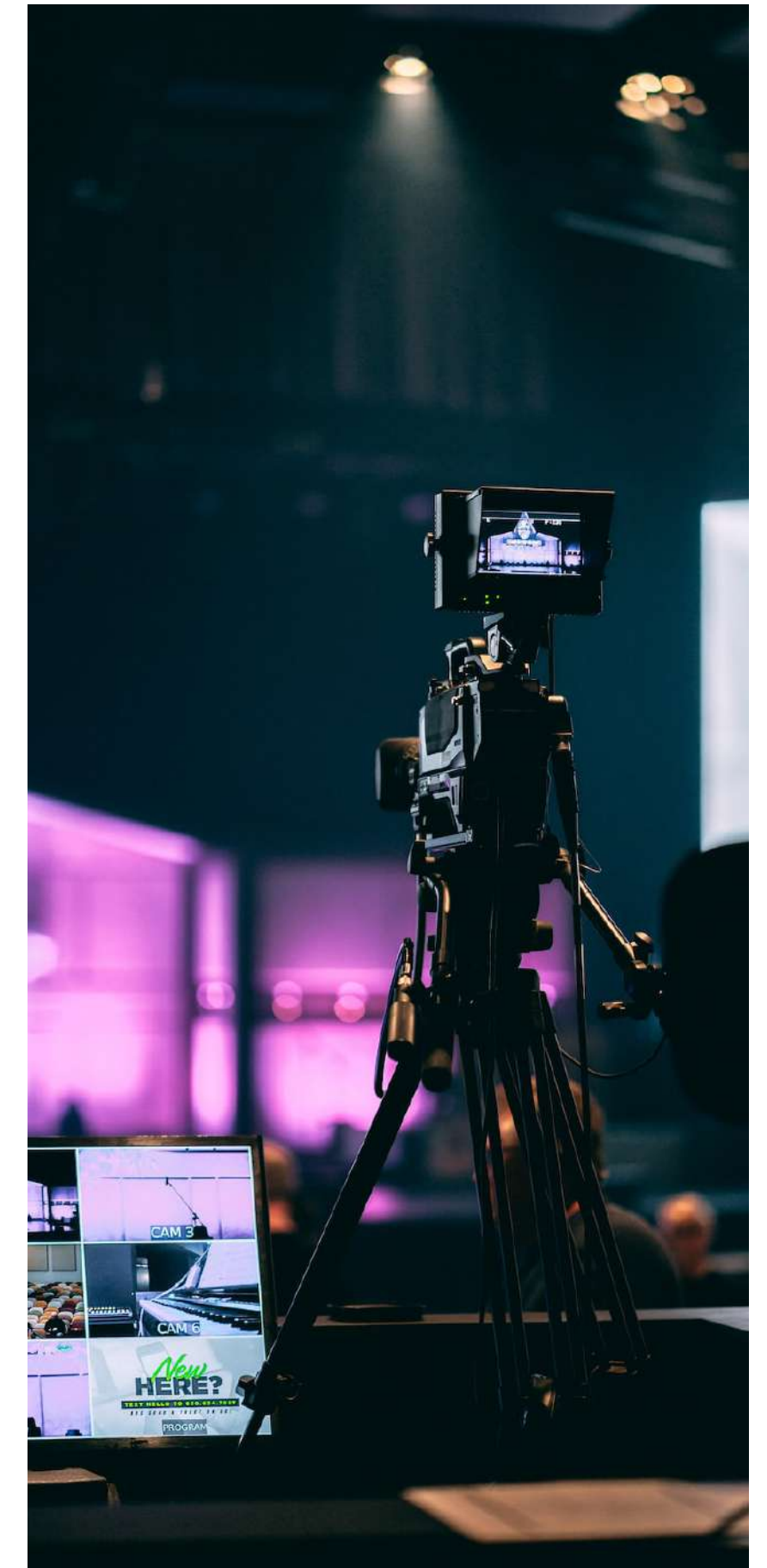
Leading media outsource company, focused on growth through independent opportunities. We deliver exceptional value to clients and partners with innovative solutions, striving for excellence and measuring success through their success



MARKET SIZE AND POTENTIAL OF GROWTH

The television broadcasting segment will gain USD 79.2 billion of global annual sales by 2025

(Source: UAE Ministry of Economy)



TARGET CUSTOMERS

NKN Media's target customers includes:



**BRANDS AND
BUSINESSES**



**MEDIA
ORGANIZATIONS
AND PUBLISHERS**



**EVENT
ORGANIZERS**

BRANDS AND BUSINESSES

NEEDS: To reach a wider audience, increase brand awareness, and drive sales

PAIN POINTS: Resource constraints hinder targeting the right audience via effective channels

HOW NKN MEDIA CAN ADDRESS THEIR NEEDS: NKN Media provides diverse media options, targeting specific brand requirements



MEDIA ORGANIZATIONS AND PUBLISHERS

NEEDS: High-quality content access expands audience, increases revenue

PAIN POINTS: Media faces resource constraints, monetization difficulties, and market competition

HOW NKN MEDIA CAN ADDRESS THEIR NEEDS: NKN Media offers exclusive content, monetization, and audience expansion for publishers

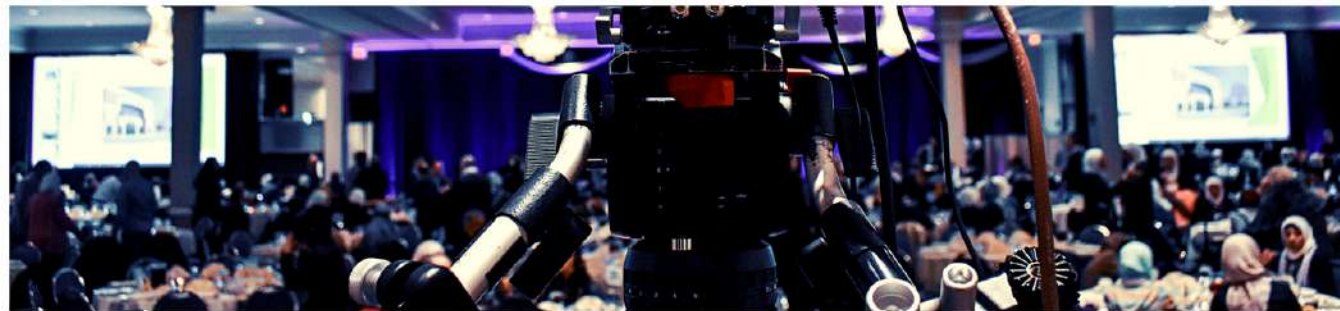


EVENT ORGANIZERS

NEEDS: Drive event attendance and revenue through effective marketing promotions

PAIN POINTS: Challenges include audience reach, resource limits, and event competition

HOW NKN MEDIA CAN ADDRESS THEIR NEEDS: NKN Media offers event organizers comprehensive media and marketing solutions



WHAT WE DO



Media Spectrum

360-degree agency,
media services: TV,
print, digital, radio,
cinema,
out-of-home



Media Clients

Established
network of reputed
media clients
including Republic
TV, NDTV



Tailored Solutions

NKN Media tailors
advertising and
marketing
solutions to meet
specific client
needs



Brand Growth

Expand audience,
increase brand,
drive sales with
NKN Media's
partnerships

PROBLEMS FORECASTED

Some of the common challenges that media and advertising agencies are facing in Dubai are:



INCREASING COMPETITION

The media and advertising industry in Dubai is highly competitive, with many players vying for a limited share of the market. NKN Media may face challenges in differentiating themselves from competitors and attracting new clients



REGULATORY ENVIRONMENT

The regulatory environment in Dubai can be complex and may require compliance with various rules and regulations. NKN Media may need to navigate regulatory hurdles to operate effectively in the market



ECONOMIC CONDITIONS

The economic conditions in Dubai, like in any other market, can affect the demand for media and advertising services. NKN Media may need to adapt to changing economic conditions and find ways to maintain their business operations and profitability

OUR SOLUTIONS



Strong Relationships

To beat competition, offer unique services & build strong relationships



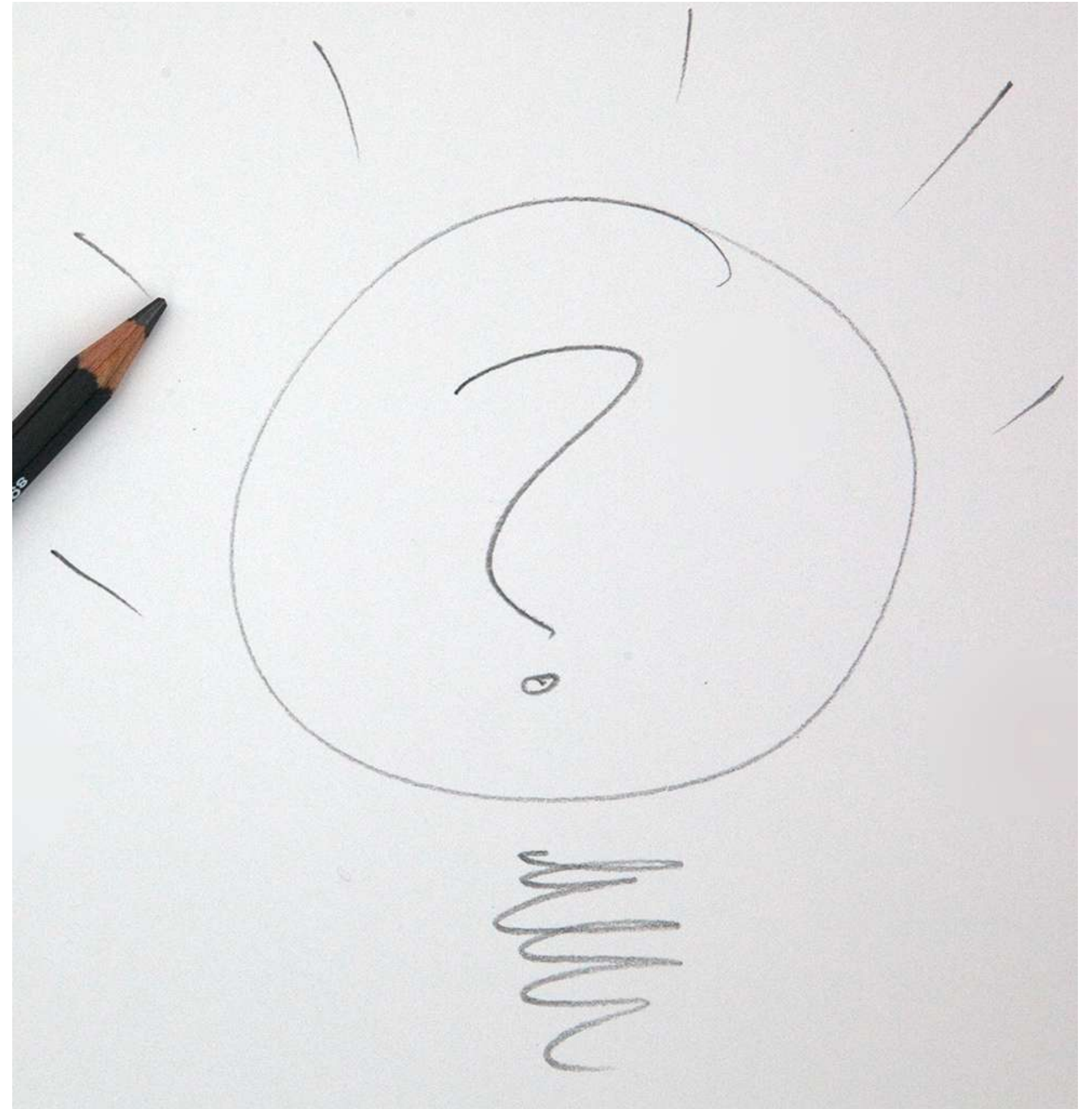
Compliance

Stay compliant with regulations, seek legal advice or consultancy



Risk reduction

NKN Media can diversify services and markets to reduce risk



OUR NETWORK

India's largest news in UAE with exclusive feed



NDTV



INDIA TODAY



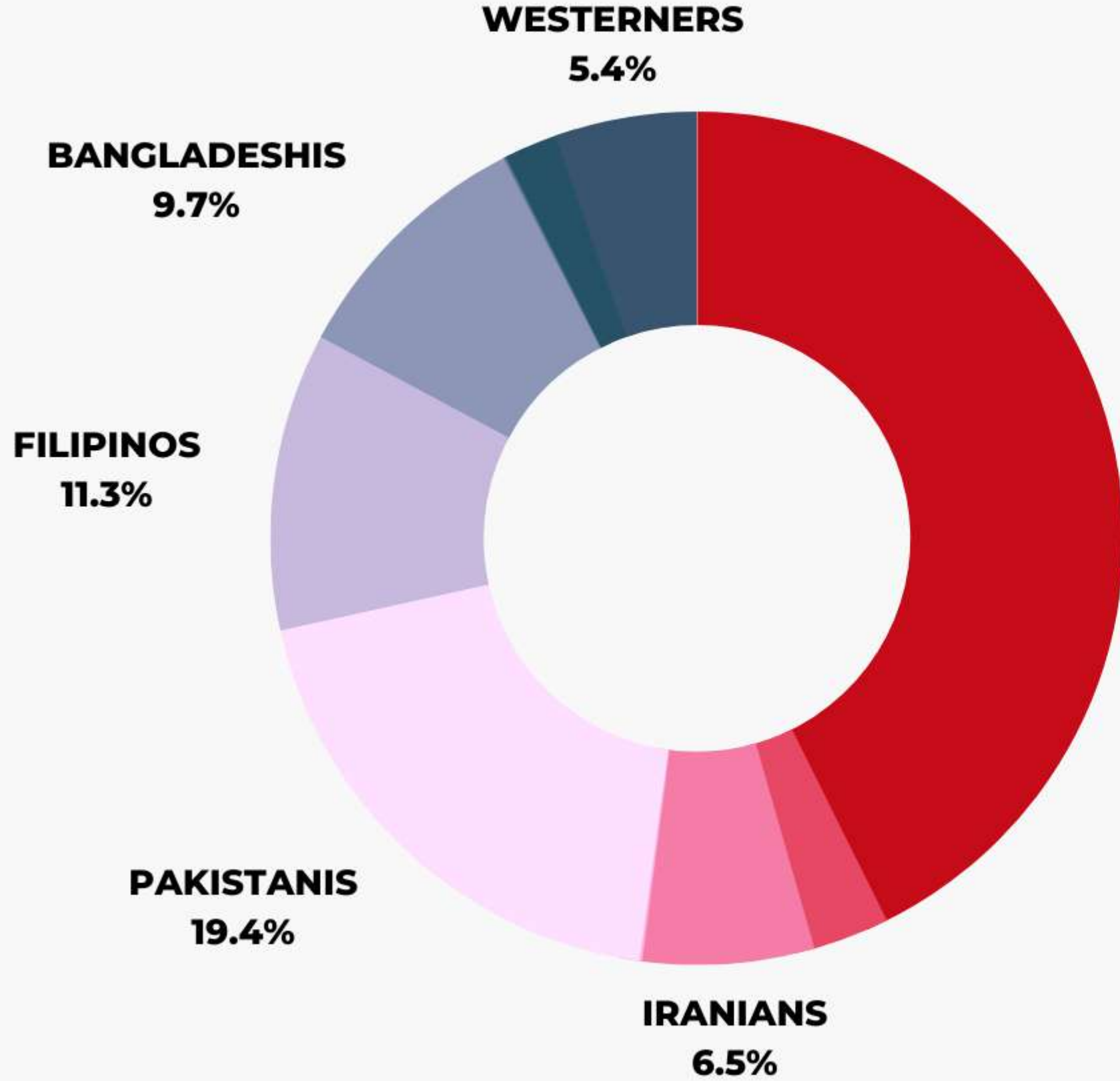
INDIA TV



REPUBLIC TV



AAJ TAK



INDIANS
42.7%

UAE **DEMOGRAPHICS**

Indians constitutes the biggest expatriate community in Middle East



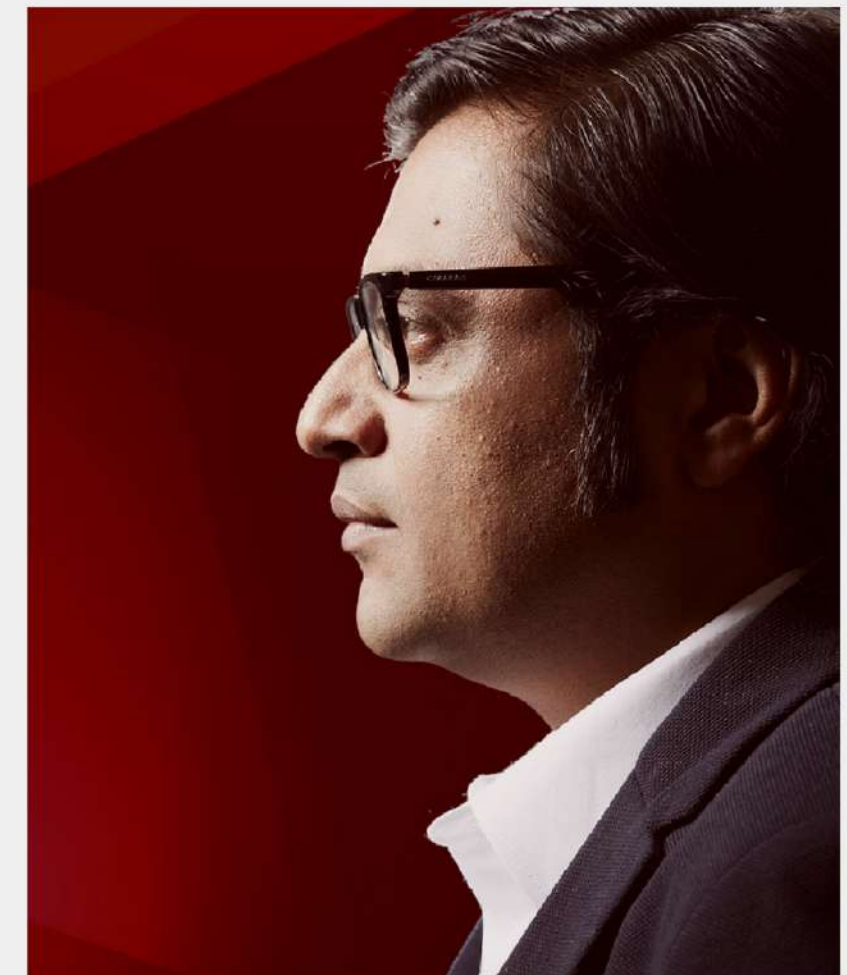
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INDIA'S LARGEST NEWS NETWORK

Republic TV is India's largest news network and garners millions of impressions on a daily basis. Our viewers are inquisitive, informed and active; we have the power to transform your business.

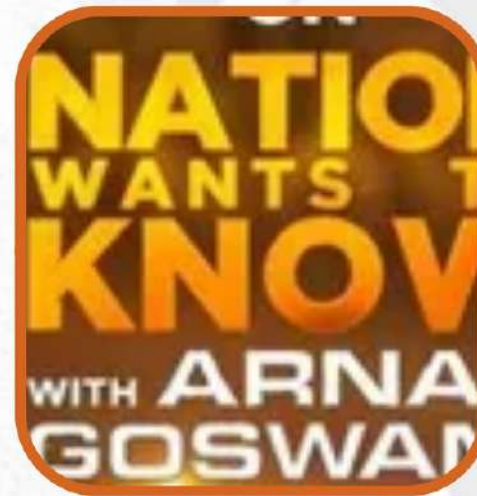


PRIME TIME PROGRAMS



SUNDAY DEBATE

High-decibel, opinionated, political debate show with Arnab Goswami as the anchor



NATIONS WANTS TO KNOW

A fiery debate show, featuring Arnab Goswami, covering national issues, controversies, and opinions



PATRIOT

Nationalistic debates, opinionated, influential, current affairs, primetime, controversial, popular



REPUBLIC ORIGINALS

"Republic Originals" showcases exclusive, in-depth, and original journalism on diverse topics

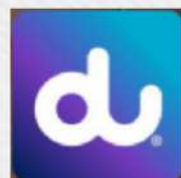


ARNAB LIVE

Televised news and debate show featuring Indian journalist Arnab Goswami



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NDTV 24X7: **PIONEERS OF NEWS**

For over three decades New Delhi Television(NDTV) has been in the fore front of every single news revolution. Today it is the most watched and the most credible Indian news network.

NDTV 24X7 English News Channel from India now has a separate beam for UAE to reach out to the Indian Diaspora

NDTV 24x7



PRIME TIME PROGRAMS



THE NEWS WITH SONIA SINGH

Hosted by Sonia Singh, Pure News, No Debate. Half an hour of all the top stories of the day



NO SPIN WITH NIDHI RAZDAN

As we countdown to the next general election, every political alliance, every political move will be crucial



REALITY CHECK

News analyzed with experts, presented unbiasedly to audience, daily extension



THE BREAKING VIEWS WITH SANKET UPADHYAY

Hosted by Sanket Upadhyay, People's issues. People's views. Directly from the people



TRUTH VS HYPE

To differentiate amongst the Truth from the hype. Hosted by Srinivasan Jain



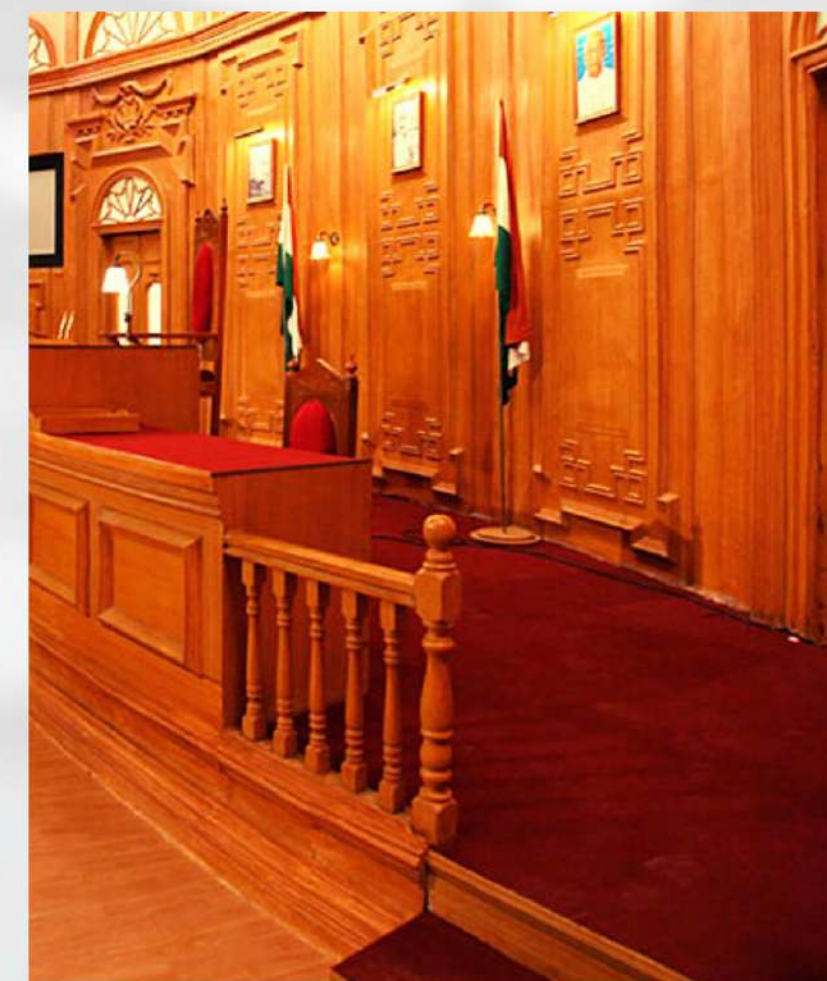
THE PROPERTY SHOW

Property market guide for buyers, sellers, builders, developers, realtors, policymakers

INDIA TV - COURAGEOUS AND DIFFERENT

India TV owes its success to Rajat Sharma's vision, INS production, innovative content, high ratings, and loyal viewers. It's considered a "courageous" and "different" news channel, inspiring rival channels, Bollywood films, and even Time Magazine

INDIA TV



PRIME TIME PROGRAMS



AAP KI ADALAT

A popular Indian talk show hosted by Rajat Sharma, featuring celebrity interviews and debates



AAJ KI BAAT

A popular India TV show hosted by Rajat Sharma, featuring in-depth analysis and debates



KURUKSHETRA

Kurukshetra is a current affairs show on India TV, The show is hosted by different anchors at different times.



MUQABLA

A political debate show on India TV, where guests from different parties engage in discussions and arguments



SUPER 100

Super 100 is a daily news bulletin that highlights the top 100 news stories



HAQEEQAT KYA HAI

A news analysis program on India TV that examines the facts behind current events and issues

AAJ TAK: INDIA'S LEADING HINDI NEWS CHANNEL

Aaj Tak is a popular Hindi language news channel in India, known for its dynamic and fast-paced news reporting. Founded in 2000, it has become one of the most-watched news channels in the country.

With a focus on breaking news and current affairs, Aaj Tak covers a wide range of topics including politics, entertainment, sports, and business.



PRIME TIME PROGRAMS



SEEDHI BAAT WITH SUDHIR CHAUDHRY

Sudhir Chaudhry's show:
informative politics, news,
interviews, influential



KYA AAP JANTE HAIN?

A quiz show with
interesting facts,
engaging questions, and
audience participation



PANCHAYAT

A rural-based show, covers
social issues, debates,
interviews, solutions, and
empowerment.



DUNIYA KI BAAT

A news show with
international focus, covering
politics, economy, and
society comprehensively



100 TAKA BAAT

A humorous take on
current issues, witty
commentary, satirical,
light-hearted,
entertaining, informative



BAAT GAURAV KI

Inspiring stories of
unsung heroes,
motivational,
heartwarming, impactful,
informative



INDIA TODAY: STAY INFORMED, STAY AHEAD

India Today is a trusted news magazine in India, established in 1975. It covers politics, business, entertainment, and sports, and is known for credible journalism, investigative reporting, and expert analysis. It has a strong online presence and has won numerous awards

India Today shapes public discourse with quality journalism and analysis.



PRIME TIME PROGRAMS



NEWS TODAY

"News Today" on India Today features Rajdeep Sardesai with expert analysis



TO THE POINT

This program anchored by Preeti Choudhry, discusses current affairs in-depth



INDIA FIRST

Gaurav Sawant anchors national security and defence show



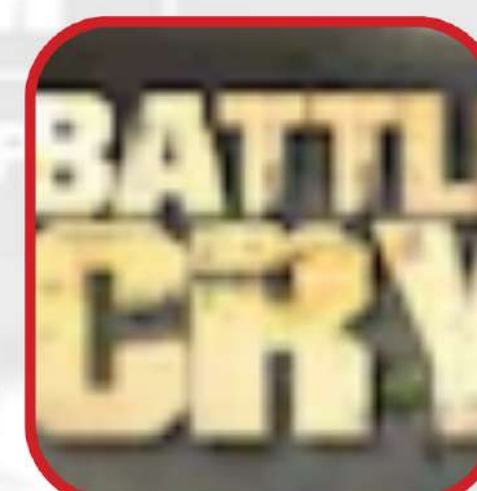
5IVE LIVE

Program hosted by Shiv Aroor. It covers breaking news and events from India and around the world in just 5 minutes



FIRST UP

"First Up" on India Today: News roundup with Gaurav Sawant



BATTLE CRY

Battle Cry, anchored by Gaurav Sawant, discusses national security

INDIA
TODAY

OUR LEADERSHIP



ABDUL MAJID KHAN

CEO & Managing
Director



RAJESH LODHA

CFO & Group MD



DEEPAK AGRAWAL

Founder &
Chairman

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