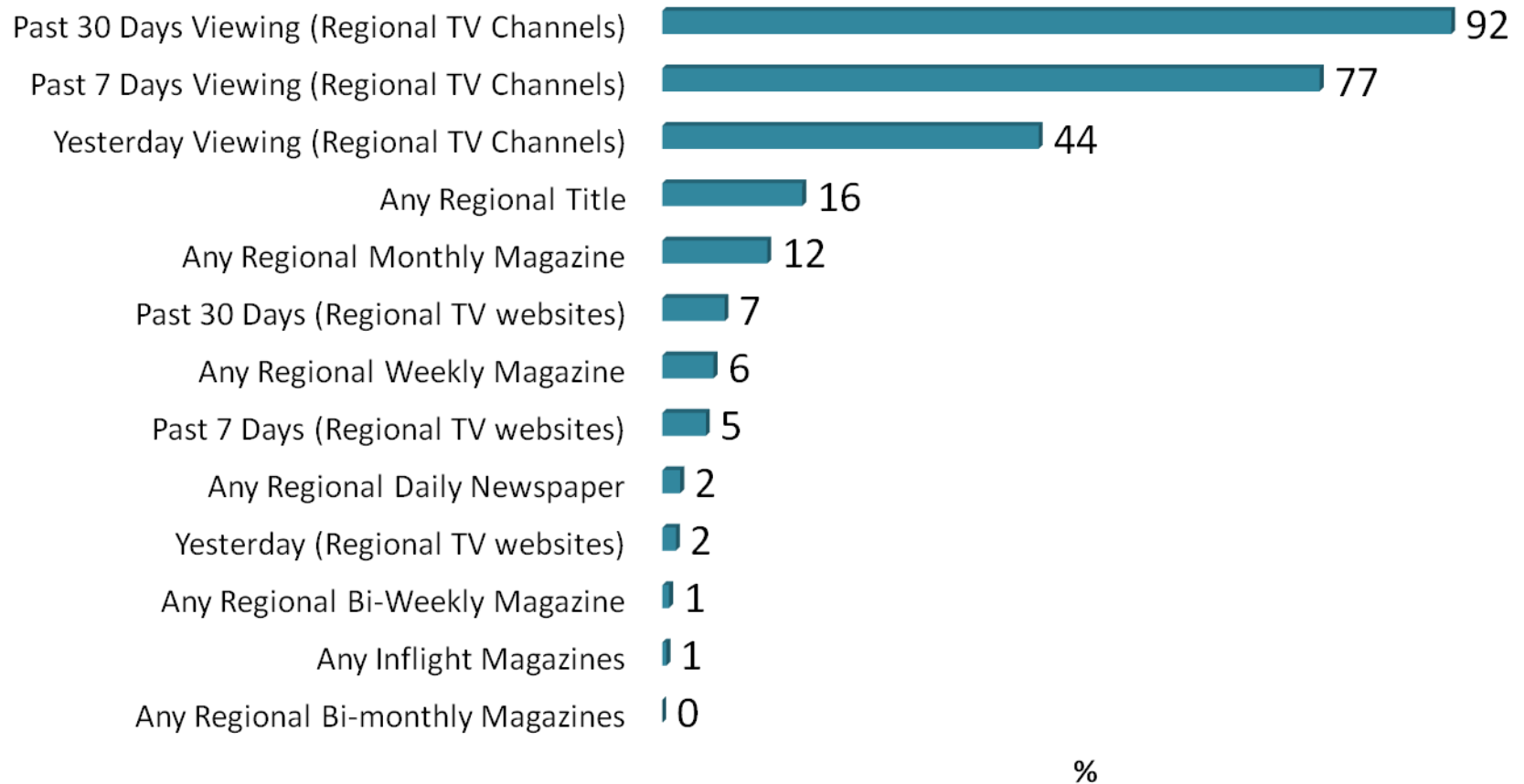


Indian elites media consumption



Source: Synovate PAX Q408-Q309
PAX India: Mumbai, New Delhi & Bangalore

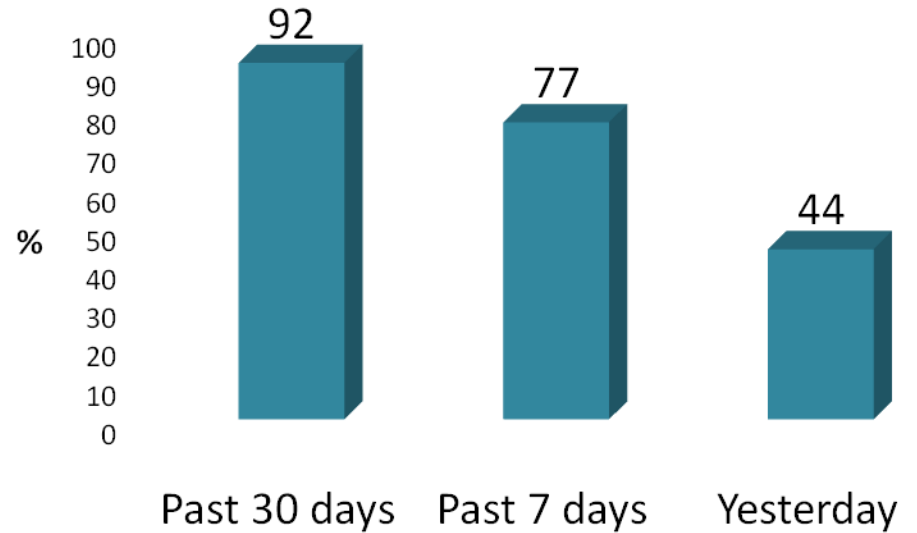
Indian elites

95% have subscription TV

- Have access to subscription TV at home
- Do not have access to subscription TV at home



92% watch regional cable & satellite TV



Indian Elites

Regional TV Viewers



Digital video camera: 40.4%
Index vs. All : 112



Flat screen TV: 30.8%
Index vs. All : 111



Jewellery worth US\$500+: 30.1%
Index vs. All : 111

Source: Synovate PAX Q408-Q309
PAX India: Mumbai, New Delhi & Bangalore
Base: Past 7 days viewers