



DREAM MEDIA NETWORK PRIVATE LIMITED⁺

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Agenda

- 01 Introductions
- 02 Team
- 03 Why VKNews
- 04 Product
- 05 Business Model
- 06 Size of Market Opportunity

Agenda

- 07 Current Traction
- 08 Competitive Landscape
- 09 Financial Current and Projection
- 10 Funding need, Requirement and Valuation
- 11 Current Equity Structure, Fund Raising History
- 12 Exit Plan



VK News, India's Premium Online Entertainment/News Network, owned and operated by Dream Media Network PVT LTD Noida UP. VK News is a start-up Online web TV News channel, where you can watch latest Hindi News, Viral videos & entertainment News created especially for the youth, across genres, We are crazy!! We are mad about news!!.



SUNIL RAUT

Founder, Chairman and Editor
in Chief



MK VERMA

Operational Head



PRASHANT RUHELA

Editor, Uttar Pradesh



HEMANT KEWALIYA

Managing Editor



KULDEEP SINGH RAJPUT

Business Developer



KUMAR VIKAS

Input Editor

VK News have good infrastructure and very soon come with the satellite channel. It will very soon spread in every part of India and provide with the best true and fair news which are not biased.





OUR PRODUCTS

Youtube New Channels:

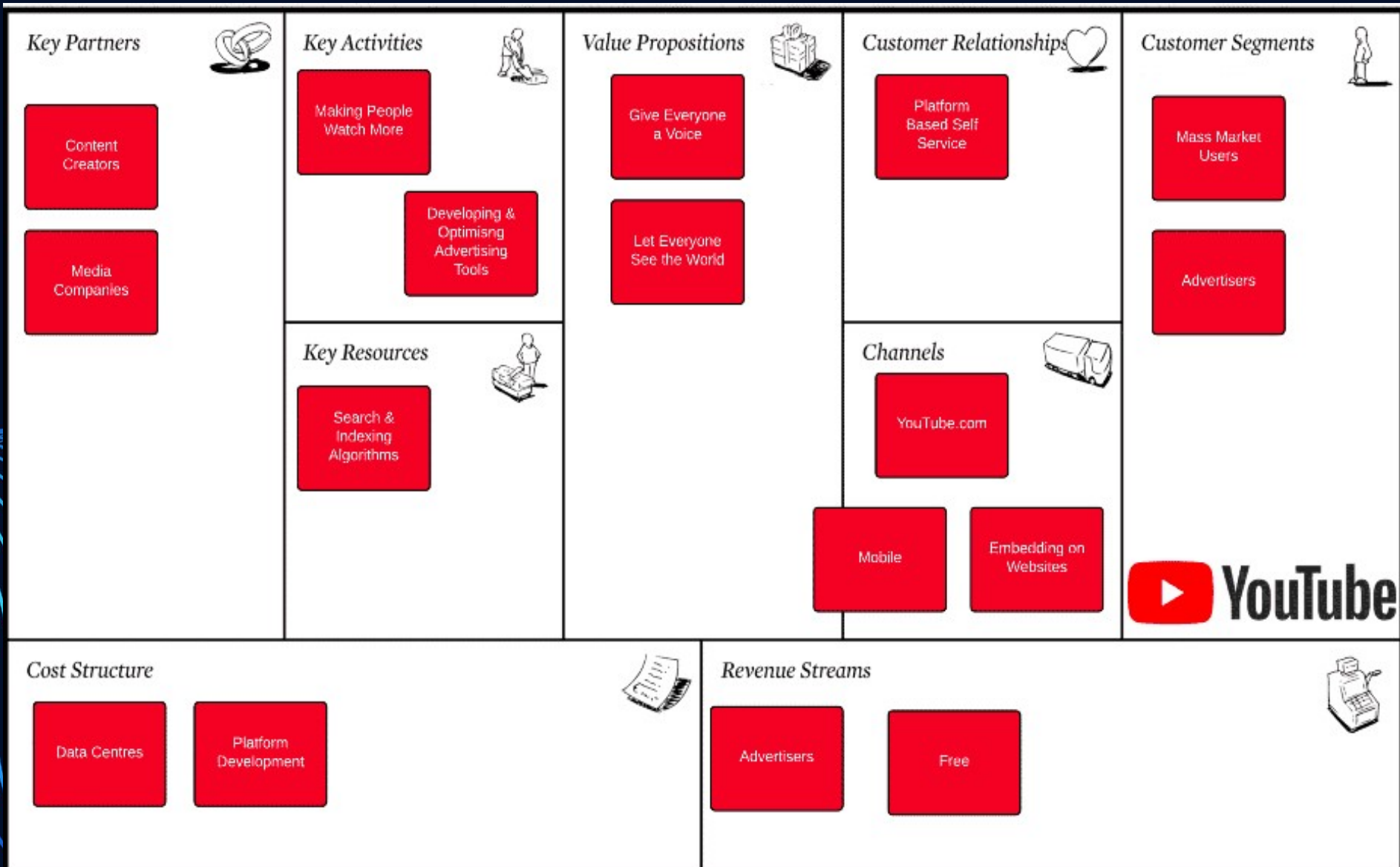
- VK News MP
- VK News Bihar
- VK News Uttar Pradesh
- VK News Rajasthan
- VK News Delhi, Haryana
- VK News Himanchal
- VK News Marathi
- VK News Jammu & Kashmir

For Entertainment -Channel:

- Bollywood Kida

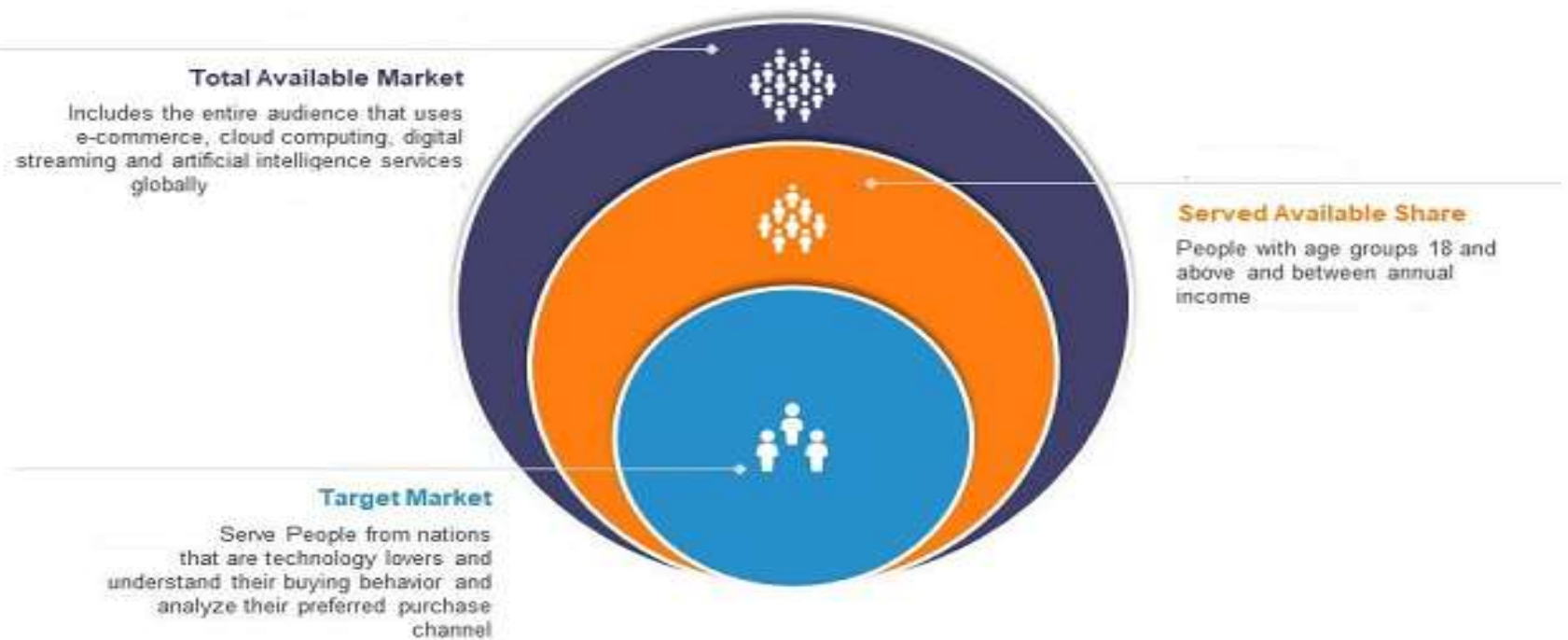
For Spiritual- Channel:

- Sanatan TV



Global Market Size with Target Opportunity

This slide shows the Total Addressable Market (total market demand for the product), Served Available Market (actual audience that can be reached) and Target Market basis on which the growth and marketing strategies are formulated



INDIAS FIRST 24*7 DIGITAL NEWS CHANNEL



सुभासपा के राष्ट्रीय अध्यक्ष हैं राजभर

EXCLUSIVE

सुनील राजत **ओमप्रकाश राजभर**



महसिमर 2022 **यूपी का रण, चौथा चरण**

चौथा चरण, यूपी
19 विधानसभाओं में रणरिंग

सफ़ीपुर
मोहान
उन्नाव
भगवंतनगर
पुरवा
मल्लिहाबाद
बख्शी का तालाब

महसिमर 2022
हरदोई विधानसभा

विजिल अग्रवाल
आरति कुमारी
अनिल कर्मा
सोमित पंडित

महसिमर 2022 **VK NEWS पर चुनाव की हर खबर**

बिजनौर से LIVE
अमरौली से LIVE
बदायूं से LIVE
रामपुर से LIVE
VK NEWS पर चुनाव की हर खबर

महसिमर 2022
गोवा, कुल सीट-40
2017 के नतीजे

BJP 13
CONG 17
AAP 00
OTH 10

सवाल देश का है

कांग्रेस
वरिष्ठ पत्रकार
अनिल कर्मा

शासनी विधानसभा

जाट - 70 हजार
मुस्लिम - 65 हजार
दलित - 45 हजार

सपा
RLD

ELECTION BREAKING

मथुरा में 5 बजे तक 58% वोटिंग



Competitive Landscape

The evolution of the television news is as important a milestone for humankind as was the postal system which offered the first proof of global connectivity. The television news industry has become prominent, expanding its reach to every house through television sets in recent years. In 2020, news channels comprised 43% of the total registered channels in India. Furthermore, in the same year news genre viewership was 10.4%, third after YouTube channel and Movies and it saw an increase of 43% viewership during the first 26 weeks in 2020, compared to the corresponding period in 2019. Yet, the composition and mechanism of the television news industry remain unexplored. Therefore, the article attempts to understand the television news industry and its composition which is a complex intersection of multiple forces, often comprising contesting and concurring with each other.

WHY NEED FUND

NEED TO STAND BETWEEN THIS BELOW LIST



Need to Stand and compete with the top Big News Channels in next 2-5 years.

Valuation as per Rule 11U and Rule 11UA of the Income Tax Rules.

Three methods are prescribed for valuation:

1. Income method
2. Net Asset Value
3. Market Approach

We have followed Discounted Cash Flow Method (DCF). The DCF method uses the future free cash flows of the Firm/ equity holders discounted by the Cost of Capital/ Equity, respectively to arrive at the equity Value of the company. In general, DCF method is a strong and widely accepted valuation tool, as it concentrates on cash generating potential of a business. DCF analysis is based mainly on the following elements Projection of Financial Statements (Key Value driving factors) 4. As per the Discounted Cash Flow valuation method and considering the company being as a going concern the fair value of Equity Shares will be Rs.5163.33/- per share



Planning for Next one year

News 24*7 News Channel-

Digital Media is booming in india we have a large number of subscribers base channels and veivers which can beneficial for political parties in election campaign

Elections in India-

2022- Himachal Gujrat

2023- MP CG Rajasthan Tamilnadu

2024- Maharashtra And General Elections which is the biggest festival of Indian democracy.

Minimum fund generation in this election

5 Cr Maximum 10 Cr

Digital online ads and google ads income- 1.5 Cr for only VK News

Regional channels Income- 50 Lakh



New Digital Venture

This time is for digital and OTT platforms. Everyone in India watches content on these platforms. We can create good content for the viewers. We have a ready platform with Million of Subscribers on youtube. which will help us to earn money from the first day.

Web series Channel proposed Income for one year- 60Lakh

The Crime Story is the same concept for the viewers. This is based on real crime based stories which are reconstructed by our team. Like Crime petrol, Dastak and CID.

proposed Income for one year- 30 Lakh

Music Channel & app

The Digital Music industry is booming. Music channels earn Billions of the dollar from Apps and Youtube.

Target first Year- only 25 Lakh



New Digital Venture

Spiritual Music App

This time is good for Hinduism and Spirituality. Everyone is talking about it.

Target first Year- only 25 Lakh

Sanatan Kids.

Content for Kids is most popular on Youtube. Many channels make billion dollars from this segment. We have a unique idea for this segment. We can fill this vacuum and create money from this segment.

Target first Year- only 30 Lakh

<https://www.networthspot.com/youtube-kids/net-worth/>



New Digital Venture

The Media Academy-

This venture helps us for the cheapest and free work force for all our ventures.

We have a huge audience and free ad network for this venture.

The Media and Digital industry is booming. Market needed Skilled and trained Editors, Camerapersons, Digital Marketing executive, Anchors producers and reporters.

Proposed Income-

Minimum- 100 Student for Diploma

40K per student for diploma $100 \times 40000 = 4000000$

10 Student for Degree Course

Fees 100k per Student $10 \times 100000 = 1000000$

Minimum 50 Lakh for First year

Proposed Project- Requirement 5Crore

- ❖ Own Satellite Channel
- ❖ Global Recognition
- ❖ Educational Setup for Student who are interested in the same portfolio
- ❖ Register ourself in Opening of Academy

+

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CURRENT EQUITY STRUCTURE

SUNIL RAUT (PROMOTER)

60%



BHAWNA

40%

NOT FUND RAISED TILL DATE

FUND REQUIRED 5 CRORES



AS PER REQUIREMENT CAN DILUTE UPTO 40% SHAREHOLDING OR IN FORM OF DEBT AS PER TERMS AND CONDITION ACCEPTED



UTILIZATION OF FUNDS

For Running Business expansion

2.5 Cr License, Teleport & Distribution for 1 year

50 Lakh Encoder-Decoder and other required equipment

Running Capital for First three month for 24*7 News Channel- 50 lakh

Web-series Channel-

For Platform (New Youtube Channel, App, Facebook Page)- 25 Lakh

Production- 10 Lakh

The Crime Story- Crime Based channel

For Platform (New Youtube Channel, App, Facebook Page)- 15 Lakh

Production- 5 Lakh

Music Channel & app (For Independent Music Creator)

For Platform (New Youtube Channel, App, Facebook Page)- 25 Lakh

Production- 10 Lakh

Spiritual Music App (Bhajan Mantra and spiritual Musical content)

For Platform (New Youtube Channel, App, Facebook Page)- 10 Lakh

Production- 5 Lakh

Sanatan Kids. (Kids Channel)

For Platform (New Youtube Channel, App, Facebook Page)- 10 Lakh

Production- 10 Lakh

Media Academy

Space, Furniture, Equipment, Running capital for one year - 25 Lakh

+

THANK YOU

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