

NOTES

FORMING PART OF THE FINANCIAL STATEMENTS

7. GOODWILL AND OTHER INTANGIBLE ASSETS

(₹ Millions)

Description of Assets	Goodwill	Trademark	Customer list and websites	Software	Channels	Total
I. Cost						
As at 1 April 2016	-	-	-	441	133	574
On Account of amalgamation (Refer note 43b)	621	290	-	9	-	920
As on 1 April 2016 restated	621	290	-	450	133	1,494
Additions	-	-	-	84	-	84
Disposals	-	-	-	1	-	1
As at 31 March 2017	621	290	-	533	133	1,577
On Account of acquisition (Refer note 43a)	-	-	-	1	-	1
As at 31 March 2017 (Restated)	621	290	-	534	133	1,578
Additions	2,615	0	1,081	216	-	3,912
On account of amalgamation (Refer note 43b)	-	-	-	1	-	1
Transfers	-	0	-	-	-	0
Disposals	-	-	-	0	30	30
As at 31 March 2018	3,236	290	1,081	751	103	5,461
II. Accumulated amortization						
As at 1 April 2016	-	-	-	334	33	367
On account of amalgamation (Refer note 43b)	-	19	-	2	-	21
As on 1 April 2016 restated	-	19	-	336	33	388
Amortisation for the year	-	58	-	94	27	179
Disposals	-	-	-	-	-	-
Upto 31 March 2017	-	77	-	430	60	567
Amortisation for the year	-	128	250	106	62	546
Transfers	-	0	-	1	-	1
Disposals	-	-	-	-	19	19
Upto 31 March 2018	-	205	250	537	103	1,095
Net book value						
As at 31 March 2018	3,236	85	831	214	0	4,366
As at 31 March 2017	621	213	-	104	73	1,011

'0' (zero) denotes amounts less than a million.



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Goodwill of ₹621 millions has been allocated for impairment testing purpose to the Cash Generating Unit (CGU) viz. a Regional Channel in India respectively. Recoverable amount for this CGU has been determined based on value in use for which cash flow forecasts of the related CGU's using a 2% terminal growth rate for periods subsequent to 5 years and a pre-tax discount rate of 19.1% has been applied. An analysis of the sensitivity of the computation to a change in key parameters (operating margin, discount rate and long term growth rate), based on a reasonable assumptions, did not identify any probable scenario in which the recoverable amount of the CGU would decrease below its carrying amount.

Further Goodwill of ₹2,615 Millions has been allocated to the Online Media Business (identified as a separate CGU). For the purpose of impairment testing, the recoverable amount of this CGU is determined based on fair value less cost of disposal as per the requirement of Ind AS 36. The fair value is computed as per the market approach using revenue multiples. Due to use of significant unobservable inputs to compute the fair value, it is classified as level 3 in the fair value hierarchy as per the requirement of Ind AS 113.