



SITI CABLE NETWORK LIMITED

SITI Cable records revenue growth of 42% at Rs.1773 million and EBITDA growth of 73% at Rs. 350 million for Q3 2014

DAS Subscription revenue grew by 1461% over corresponding quarter.

Digital Subscribers grew to 3.7 million

Q3 FY2014- Highlights

- ❖ Total revenues for the third quarter ended December 31, 2013 was Rs. 1773 million as compared to Rs. 1247 million during corresponding quarter last fiscal, recording a growth of 42%.
- ❖ The consolidated operating profit (EBITDA) for the third quarter ended December 31, 2013 was Rs. 350 million as compared to Rs. 203 million during corresponding quarter last fiscal.

Awards & Recognitions

- ❖ Business today ranked SITI Cable among the Top 500 of "India's Most Valuable Companies".
- ❖ Indiantelevision.com honoured SITI Cable at Indian Digital TV Honours (IDTH) for fostering Local Cable Operator (LCO) partnerships

Noida, India; February 13, 2014 – The Board of Directors of SITI Cable Network Limited (SCNL) (BSE: 532795, NSE: **SITI CABLE EQ**) in its meeting held today, has taken on record the unaudited consolidated financial results of the Company and its subsidiaries for the quarter ended December 31, 2013. The total revenues for the quarter were Rs 1773 million and operating profit (EBITDA) was Rs. 350 million.

Mr. Subhash Chandra, Chairman, stated, "The ongoing Digitalization is providing new impetus for growth and value in India though we are still early in the value creation process. Digital Cable Television is a major engine of growth for SITI Cable across all geographies. Our sustained investment in this segment will further enhance customer television viewing experience".

Commenting on the performance, Mr. Chandra said, "Our results for the quarter reflect the overall stability of our operations, and demonstrate the potential for growth. SITI Cable is EBITDA positive in this quarter as well".

Mr. V D Wadhwa, CEO of SITI Cable commented, "We have gained further momentum in the third quarter of fiscal 2014. Our total revenue and EBITDA grew to Rs. 1773 million and Rs. 350 million

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respectively, a healthy growth of 42% and 73% respectively over corresponding quarter of last fiscal. We have maintained our margins through operational efficiency improvements despite stiff challenges faced at market place on account of DAS billing. We have made the healthy progress in collection of DAS subscription revenue which is way ahead of competition.”

He further added, “We are now in exciting phase of our journey as we strengthen our existing operations and expand our digital subscriber base in phase-3&4 towns. We have started digital cable services in strategic markets of Vijayawada, Hissar and Rohtak in this quarter. We have also reinvented the company website making it more interactive and user- friendly”.

Condensed consolidated statement of operations – Q3 FY2014

The table below presents the condensed statement of consolidated operations for SITI Cable Network Limited and its subsidiaries for the third quarter of FY2014, as published:

Siti Cable - Consolidated (Rs. Million)	Q3 FY2014	Q3 FY2013	% of Total Revenue		% Growth
			Q3 FY2014	Q3 FY2013	
Operating Revenues	1638.8	1232.5	92%	99%	33%
Other Income	133.8	14.6	8%	1%	816%
Total Revenue	1772.6	1247.1	100%	100%	42%
Total Expenditure	1422.6	1044.6	80%	84%	36%
Operating Profit/(Loss) = EBITDA	350.0	202.5	20%	16%	73%
Finance cost	312.2	251.1	18%	20%	24%
Depreciation	229.9	142.1	13%	11%	62%
Exceptional Item	0.0	0.0	0%	0%	0%
PBT	-192.1	-190.6	-11%	-15%	-1%
Provision for tax	33.0	-4.9	2%	0%	770%
PAT	-225.1	-185.7	-13%	-15%	-21%

Consolidated revenue:

The Company’s total revenue for the quarter is Rs. 1773 million as compared to Rs. 1247 million during corresponding quarter last fiscal, recording an increase of 42%. Operating revenue is primarily generated from subscriber related income especially from Digitization, income from bandwidth charges, income from advertisements, STB activation charges and other operating revenues.



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Consolidated expenditure:

The Company's main operating expenses include cost of goods and services, employees' cost, selling & distribution expenses and other expenditure. Total expenses stood at Rs. 1423 million for the third quarter ended December 31, 2013 as against to Rs. 1045 million during the corresponding quarter last fiscal, recording an increase of 36%. Major cost item was cost of goods & services recorded as Rs. 1026 million during the quarter representing 58% of the total revenue in comparison to Rs. 756 million in the third quarter of the last fiscal, representing 61% of the total revenue.

The table below will enable a better understanding of the operation cost:

Siti Cable - Consolidated (Rs. Million)	Q3 FY2014	Q3 FY2013	% of Total Revenue		% Growth
			Q3 FY2014	Q3 FY2013	
Cost of Goods & Services	1025.5	756.1	58%	61%	36%
Staff Costs	99.1	80.1	6%	6%	24%
Administrative Expenses	168.8	175.5	10%	14%	-4%
Selling & Distribution Expenses	129.1	32.9	7%	3%	292%
Total Operational Cost	1422.6	1044.6	80%	84%	36%

About SITI Cable Network Limited

SITI Cable Network Limited (erstwhile known as Wire and Wireless (India) Ltd) is a part of the Essel Group, which is one of India's leading business houses with a diverse portfolio of assets in media, packaging, entertainment, technology-enabled services, infrastructure development and education.

SITI Cable Network Limited is one of India's largest Multi System Operator (MSO). With 56 analogue and 14 digital head ends and a network of more than 12000 Kms of optical fibre and coaxial cable, it provides its cable services in India's 80 key cities and the adjoining areas, reaching out to over 10 million viewers.

SITI Cable deploys State-of-the-art technology for delivering multiple TV signals to enhance consumer viewing experience. Its product range includes, Analogue Cable Television, Digital Cable Television, Broadband and Local Television Channels. SITI Cable has been providing services in analogue and digital mode, armed with technical capability to provide features like Video on Demand, Pay per View, Electronic programming Guide (EPG) and gaming through a Set Top Box (STB). All products are marketed under SITI brand name.



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For More information about SITI CABLE and its businesses, please log on to www.siticable.com.



Note: This earnings release contains consolidated results that are un-audited and prepared as per Indian Generally Accepted Accounting Principles (GAAP).

Caution Concerning Forward-Looking Statements

This document includes certain forward-looking statements. These statements are based on management's current expectations or beliefs, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors. SITI Cable Network Limited is under no obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.