



DISH TV INDIA LIMITED

EARNINGS RELEASE FOR THE QUARTER ENDED JUNE 30, 2012

DISH TV REMAINS FREE CASH POSITIVE FOR THE SECOND CONSECUTIVE QUARTER

ADDS 504 THOUSAND SUBSCRIBERS WHILE DIGITIZATION PLAYS HIDE & SEEK

HEALTHY 5% SEQUENTIAL GROWTH IN SUBSCRIPTION REVENUES

AVERAGE REVENUE PER USER (ARPU) IMPROVES TO Rs.156 FROM Rs.151 IN THE PREVIOUS QUARTER

SUBSCRIBER ACQUISITION COST (SAC) AT Rs.2,145

Highlights

- ❖ Dish TV added 504 thousand new subscribers in the quarter ended June 30, 2012 achieving a total of 13.4 million gross and 9.8 million net subscribers at the end of the period.
- ❖ Total standalone operating revenues for the first quarter stood at Rs. 5,200 million, recording a growth of 12.9% as compared to the corresponding period last fiscal.
- ❖ Subscription revenues for the quarter were Rs. 4,556 million, recording a growth of 16.2% as compared to the corresponding period last fiscal.
- ❖ Subscriber Acquisition Cost (SAC) recorded at Rs. 2,145 compared to Rs 2,127 in the immediately preceding quarter.
- ❖ EBITDA at Rs. 1,556 million recorded a significant growth of 38.7% as compared to the corresponding period last fiscal. EBITDA margin for the quarter stood at 29.9%.
- ❖ Net loss at Rs. 323 million; down from Rs. 490 million in the immediately preceding quarter.

NOIDA, India; July 19, 2012 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today reported first quarter fiscal 2013 standalone unaudited operating revenues of Rs 5,200 million, recording 12.9 % growth over the corresponding period last fiscal. EBITDA of Rs. 1,556 million registered a significant 38.7% increase over the corresponding quarter last fiscal. EBITDA margin for the quarter stood at 29.9%.

The Board of Directors in its meeting held today, has approved and taken on record the standalone unaudited results of Dish TV for the quarter ended on June 30, 2012.

Mr. Subhash Chandra, Chairman, Dish TV India Limited, said, "The television distribution industry is on the threshold of a sea change in the way it has operated all these years. Mandatory digitization, though deferred by four months, raises the bar for quality television viewing while promising to correct the ills associated with analog cable. DTH, which started as a fragment of the distribution industry pie is now already the preferred medium for watching television."

"Though the postponement of the digitization deadline came as a negative surprise, we hope that the October 30th timeline will be adhered to," he added.

"With much to look forward to, Dish TV remains well prepared for the digitization run with its efficient ground infrastructure and ability to seed set top boxes within a short turnaround time," said Mr. Chandra.

Mr. Jawahar Goel, Managing Director, Dish TV, said, "The first quarter witnessed a partial comeback post the sluggishness before that. However, enhanced consumer demand owing to digitization is yet to fully reflect in acquisition numbers. Nevertheless, sensing DTH's growing popularity over competition, Dish TV recently initiated a price hike at the entry level as well as across standard definition packs."

"While some restraint in customer demand in the short term cannot be ruled out, the net impact going forward is going to be ARPU accretive. Moreover, with digitization around the corner, subscription revenues are expected to increase as viewers sample better content on their television. The government, at its end, has been sending firm signals to the industry that there would be no further extension of the deadline," he added.

Commenting on the first quarter performance, Mr. Goel said, "Dish TV maintained its leadership share while continuing to focus on the quality of subscribers joining the platform. Churn sustained its downward movement, closing at 1% per month, while ARPU strengthened to Rs. 156, mainly due to the price hikes taken previously. Efficiencies at the cost front helped enhance operating margins despite normalized lease rentals flattening the top-line growth. Enhanced offer fee, coupled with higher number of subscriber adds sequentially, maintained subscriber acquisition cost largely in line with the previous quarter."

"Net loss of Rs. 323 million was adversely impacted by foreign exchange loss of Rs. 138 million. At the cash flow front, Dish TV continued to be free cash positive for the second consecutive quarter," said Mr. Goel.

The recently launched 'Dish truHD+', a High Definition (HD) box capable of digital recording, remains a key driver of HD subscribers on the platform. Dish TV garnered a 25% incremental share of HD additions during the quarter. This becomes all the more significant considering that unlike most DTH platforms; Dish TV activates only exclusive HD packs for its HD subscribers.

'Dish truHD+' lends a huge advantage over other DVR's in the market by offering unlimited recording capacity, due to its compatibility with any external USB device, which enables subscribers to simply plug and play and build an entire library of their favourite programmes.

Dish TV India Limited continues to be the largest DTH Company in India and the whole of Asia Pacific and is one of the largest DTH platforms in the World.

Condensed statement of operations:

The table below shows the condensed statement of operations for Dish TV India Limited for the first quarter ended June '12 compared to the quarter ended March '12:

	Quarter ended	Quarter ended	% Growth
Rs. million	June - 2012	March - 2012	Q o Q
Operating revenues	5,200	5,247	(0.9)
Expenditure	3,644	3,805	(4.2)
EBITDA	1,556	1,442	7.9
Other Income	106	94	12.8
Depreciation	1,512	1,678	(9.9)
Financial expenses	473	348	35.9
Profit / (Loss) before tax	(323)	(490)	-
Provision for tax	0	0	-
Profit / (Loss) after tax	(323)	(490)	-

Expenditure:

Dish TV's primary expenses include cost of goods and services, personnel cost, administrative cost, advertisement expenses and selling expenses. The table below shows each as a percentage of total revenue:

	Quarter ended	% of Gross	Quarter ended	% of Gross	% Growth
Rs. million	June - 2012	revenue	March - 2012	revenue	Q o Q
Cost of goods & services	2,578	49.6	2,632	50.2	(2.0)
Personnel cost	202	3.9	191	3.6	5.7
Administrative cost	212	4.0	253	4.8	(16.2)

Advertisement expenses	135	2.6	268	5.1	(49.6)
Selling & distribution expenses	516	9.9	461	8.8	11.9
Total Expenses	3643	70.0	3,805	72.5	(4.2)



Note: This earnings release contains unaudited standalone quarterly results that are prepared as per Indian Generally Accepted Accounting Principles (GAAP).

Caution Concerning Forward-Looking Statements:

This document includes certain forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause Dish TV's actual results, performance or achievements, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding Dish TV's present & future business strategies and the environment in which Dish TV will operate in the future. Among the important factors that could cause Dish TV's actual results, performance or achievements to differ materially from those in the forward-looking statements include, among others, the condition of and changes in India's political and economic status, government policies, applicable laws, the Indian media and entertainment sectors, and international and domestic events having a bearing on Dish TV's business and the media and entertainment sectors, particularly in regard to the progress of changes in those sectors' regulatory regimes, and such other factors beyond Dish TV's control. Dish TV India 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.

About Dish TV India Limited:

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of India's biggest media conglomerate - the 'Zee' Group. Dish TV has on its platform more than 400 channels & services including 22 audio channels and over 40 HD services with more than 13.4 million gross subscribers as of June 30, 2012. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also acquired transponders on the Asiasat 5 platform which increased its bandwidth capacity by 216 MHz to reach a total of 648 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 1400 distributors & over 90,000 dealers that span across 8,278 towns in the country. Dish TV customers are serviced by four 24* 7 call centres with over 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on the company, please visit www.dishtv.in