



DISH TV INDIA LIMITED

EARNINGS RELEASE FOR THE QUARTER & YEAR ENDED MARCH 31, 2011

DISH TV ADDS ONE MILLION NEW SUBSCRIBERS IN QUARTER FOUR, ENDS FISCAL WITH ROBUST 3.5 MILLION ADDITIONS

MAINTAINS LEADERSHIP WITH THE HIGHEST EVER INCREMENTAL SHARE OF 28.6%, IN A SIX PLAYER MARKET

AVERAGE REVENUE PER USER CONTINUES UPWARD TREND, EXIT QUARTER ARPU AT Rs 150

ROBUST 58.3% GROWTH IN SUBSCRIPTION REVENUES YoY

FOURTH QUARTER EBITDA MARGIN AT 24.1%; FY11 AVERAGE AT 21.4% COMPARED TO 14.2% IN FISCAL 2010

Highlights

- ❖ Dish TV added 1 million new subscribers in the fourth quarter achieving a total of 10.4 million gross and 8.5 million net subscribers at the end of the quarter. The gross additions for the year totaled 3.5 million compared to 1.8 million in the year before that.
- ❖ High Definition (HD) activations continued to build traction. The launch of the 35 channel HD bouquet has improved HD's contribution to Dish TV's monthly adds to 7% from less than 1% earlier.
- ❖ Price hike taken last quarter and movement in packages favorably impacted the blended Average Revenue per User (ARPU) of Rs 150 compared to Rs 142 in the immediately preceding quarter.
- ❖ Higher but budgeted marketing spends around the Cricket World Cup 2011 led to marginal increase in Subscriber Acquisition Cost (SAC) at Rs 2,224 compared to Rs 2,142 in the immediately preceding quarter.

NOIDA, India; May 23, 2011 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today reported fourth quarter fiscal 2011 standalone revenues of Rs 4517 million, representing 41.4% growth over the corresponding period last fiscal. The EBITDA for the quarter stood at Rs 1089 million, recording a huge 93% increase over the corresponding quarter last fiscal. The net loss reduced to Rs 370 million compared to Rs 606 million in the fourth quarter last fiscal. The EBITDA margin for the quarter stood at 24.1%.

The company today also reported audited results for the financial year ended on March 31, 2011.

The full year fiscal 2011 standalone revenues stood at Rs 15,246 million, while EBITDA for the year was Rs 3,268 million with a margin of 21.4%. Standalone net loss for the year reduced to Rs 1,897 million compared to Rs 2,621 million in fiscal 2010.

The Board of Directors in its meeting held today, has approved and taken on record the standalone financial results of Dish TV for the quarter ended on March 31, 2011 and the audited results for the financial year ended March 31, 2011.

Mr. Subhash Chandra, Chairman, Dish TV India Limited, said, "The fiscal 2011 witnessed the DTH industry in a never seen before form. The industry set new benchmarks for itself by outperforming its own stupendous growth of earlier years. While industry fundamentals remained strong, competitive intensity was never too frail. Leading from the front, Dish TV garnered a market leading average incremental share of 26% during the year."

"Despite an ultra-competitive six player market Dish TV's initiative to drive ARPUs has delivered heartening results. The enhanced High Definition bouquet coupled with the cricketing season enabled significant addition of HD subscribers who contributed their bit in driving Average Revenue per User for the fourth quarter to a level of Rs. 150. Though we are still much lower than the optimal, an increase in ARPUs while maintaining leadership demonstrates the underlying strength of Dish TV's business model," he added.

Commenting on the fourth quarter results, Mr. Chandra said, "The positive momentum with which Dish TV started fiscal 2011 was further strengthened with each passing quarter. The fourth quarter numbers, just like previous quarters of fiscal 2011, are a result of the management's constant focus on operational efficiencies, innovation and customer satisfaction while targeting enhancement of shareholder value."

Mr. Jawahar Goel, Managing Director, Dish TV, said, "Digitization continues to play a major role in transforming the face of the Indian media and entertainment industry and Dish TV remains on track to emerge as the largest and most profitable digital platform in the country. Ever since it started operations, Dish TV has been setting new benchmarks. The fourth quarter was witness to Dish TV achieving a 10 million strong subscriber base positioning it as the largest DTH Company in the whole of Asia Pacific. We were soon thereafter able to achieve our fiscal 2011 acquisition target of 3.5 million subscribers."

"Our growth is testimony to the Indian consumers demand for superior digital content, world class service and an unparalleled viewing experience. During the year Dish TV acquired additional bandwidth on a second satellite for the purpose of accommodating high definition channels and also to build redundancy in the eventuality of a satellite failure," he added.

Speaking on the recent regulatory initiatives, Mr. Goel said, "The Information & Broadcasting Ministry has announced its intent to implement the Digital Addressable Cable System by 2014 leading to a sunset for the analogue cable regime. Dish TV being the market leader in the digital distribution space expects this to have a significant upside for its business."

Commenting on the overall performance, Mr. Goel said, "Our fourth quarter net loss is around 40% lower than the net loss for the corresponding period last fiscal. What is heartening is that this is despite an additional 3.5 million new subscribers added during this period. At the same time, all our key operating metrics have registered marked improvement over the previous year. With a more than 10 million strong and growing subscriber base we have started fiscal 2012 on a strong note and are committed to deliver better on all operating parameters in the year ahead."

On February 24, '11, Dish TV India Limited became the first DTH Company in the country and the whole of Asia Pacific to achieve a 10 million strong subscriber base. Dish TV doubled its subscriber base to reach 10 million in a short span of less than two years.

In a first for the industry, Dish TV recently announced its alignment with 'Aadhaar' - a 12 digit unique identification number which the Unique Identification Authority of India (UIDAI) is issuing to all residents of India. Dish TV now accepts the UID as a Know Your Customer (KYC) validation for address and identity proof. Dish TV will be acknowledging the UID numbers of all 'Aadhaar' holders as an officially valid document for installation and subscription of its services.

With a last mile reach of more than 10 million subscribers, Dish TV offers a transparent new medium for distinct advertising in an otherwise cluttered environment. Further, with television rating measurement agencies increasing the all India digital weightage in their reported markets to 15%, advertisers have started looking at DTH as a platform of choice for focused advertisement. To capitalize on this, Dish TV has amplified its focus on advertising revenues as an alternate revenue stream and has in the fourth quarter generated advertisement revenue of Rs. 20 million compared to Rs. 5 million in the corresponding period last fiscal. Dish TV is poised to materially scale up revenue from advertising going forward.

Condensed statement of operations:

The table below shows the condensed statement of operations for Dish TV India Limited for the fourth quarter ended March '11 compared to the quarter ended December '10.

	Quarter ended	Quarter ended	% Growth
Rs. million	Mar-11	Dec-10	Q o Q
Gross revenues	4,517	3,912	15.5
Expenditure	3,428	3,069	11.7
EBITDA	1,089	843	29.2
Depreciation	1,020	902	13.1
Financial expenses	440	388	13.4

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Profit / (Loss) before tax	(370)	(447)	-
Provision for tax	0	0	-
Profit / (Loss) after tax	(370)	(447)	-

The table below shows the condensed standalone statement of operations for Dish TV India Limited for FY 2011 versus FY 2010.

	FY 2011	FY 2010	% Growth
Rs. million	(Audited)	(Audited)	Y o Y
Gross revenues	15,246	11,534	32.2
Expenditure	11,977	9,901	21.0
EBITDA	3,269	1,633	100.0
Depreciation	3,654	3,038	20.3
Financial expenses	1,511	1,216	24.2
Profit / (Loss) before tax	(1,897)	(2,621)	-
Provision for tax	0	0	-
Profit / (Loss) after tax	(1,897)	(2,621)	-

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	Mar- 2011	revenue	Dec- 2010	revenue	Q o Q
Cost of goods & services	2,162	47.9	2101	53.7	2.9
Personnel cost	179	4.0	134	3.4	33.6

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Administrative cost	250	5.5	152	3.9	64.5
Advertisement expenses	204	4.5	152	3.9	34.2
Selling & distribution expenses	633	14.0	530	13.5	19.4
Total Expenses	3,428	75.9	3069	78.5	11.7

Dish TV is India's pioneer DTH service provider and despite intense competition continues to be the market leader in this segment. The subscriber base of the Indian DTH industry is expected to grow exponentially with the estimated (2009-13) CAGR being more than 25%. Dish TV would strive to take a large share of this pie and would continue to focus on ARPU, value-added-services, brand building, penetration and service capability ramp-up, thus targeting value creation for its stakeholders.



Note: This earnings release contains unaudited standalone quarterly results that are prepared as per Indian Generally Accepted Accounting Principles (GAAP). However, the annual results presented are audited and consolidated.

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. 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 India's largest direct-to-home (DTH) company and part of the country's biggest media conglomerate - the 'Zee' Group. Dish TV has on its platform more than 309 channels & services including 22 audio channels and 36 HD services with more than 10 million subscribers. 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 recently acquired transponders on the Asiasat 5 platform thus increasing its bandwidth capacity by 216 MHz to reach a total of 648 MHz, by far the largest held by any DTH player in the country. The Company has a vast distribution network of about 1400 distributors & 55,000 dealers that span across 6600 towns in the country. Dish TV has a 24* 7 call centre 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