



DISH TV INDIA LIMITED

EARNINGS RELEASE FOR THE QUARTER & YEAR ENDED MARCH 31, 2012

DISH TV TAKES THE NEXT BIG LEAP, BECOMES FREE CASH FLOW POSITIVE

ADDS 2.5 MN. GROSS SUBSCRIBERS IN FY12; MAINTAINS MARKET LEADERSHIP

ROBUST 39.5% YoY GROWTH IN SUBSCRIPTION REVENUES FOR THE FISCAL

ANNUAL AVERAGE REVENUE PER USER (ARPU) FOR FY12 EMERGES STRONGER AT Rs. 153

AT 25.5%, AVERAGE EBITDA MARGIN FOR FY12 ENDS 9% HIGHER THAN FISCAL 2011

EXIT QUARTER EBITDA MARGIN AT ALL TIME HIGH OF 27.5%

Highlights

- ❖ Dish TV added 415 thousand new subscribers in the quarter ended March 31, 2012 achieving a total of 12.9 million gross and 9.6 million net subscribers at the end of the period.
- ❖ Total standalone operating revenues for the fourth quarter stood at Rs. 5,247 million, recording a growth of 21.2% as compared to the corresponding period last fiscal.
- ❖ Subscription revenues for the quarter were Rs. 4,338 million, recording a growth of 19.2% as compared to the corresponding period last fiscal.
- ❖ Subscriber Acquisition Cost (SAC) maintained at existing level; Rs. 2,127 compared to Rs 2,124 in the immediately preceding quarter.
- ❖ EBITDA at Rs. 1,442 million recorded a massive growth of 59.9% as compared to the corresponding period last fiscal. EBITDA margin for the quarter was 27.5%.
- ❖ Net loss of Rs. 490 million negatively impacted by foreign exchange loss of Rs. 65 million.

NOIDA, India; May 16, 2012 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today reported fourth quarter fiscal 2012 audited standalone revenues of Rs. 5,247 million, recording 21.2% growth over the corresponding period last fiscal. EBITDA of Rs. 1,442 million registered a significant 59.9% increase over the corresponding quarter last fiscal. EBITDA margin for the quarter stood at 27.5%.

The company today also reported audited results for the financial year ended on March 31, 2012.

The full year fiscal 2012 standalone revenues stood at Rs. 19,578 million, with an EBITDA of Rs. 4,984 million and EBITDA margin of 25.5%. Foreign exchange loss of Rs. 510 million impacted fiscal 2012 net loss of Rs. 1,588 million.

The Board of Directors in its meeting held today, has approved and taken on record the standalone audited results of Dish TV for the quarter ended on March 31, 2012 and the audited results for the financial year ended March 31, 2012.

Mr. Subhash Chandra, Chairman, Dish TV India Limited, said, "The fiscal gone by kept the World on tenterhooks as Global economic powerhouse's feared collapse from worsening economic scenarios. India had its share of hiccups all along."

"Mandatory digitization sets the stage for cleaning up and consolidation in the television industry at a time when inefficiencies have negligible scope in businesses and in economies," he added.

"It enhances subscription opportunities for the DTH industry. What is more important though, is Digitization's ability to trigger a much needed change in the overall ecosystem of the television distribution space, where key metrics like churn and ARPU will no longer be susceptible to the ills of analog cable. Dish TV remains well-positioned to leverage this catalyst for growth," said Mr. Chandra.

Mr. Jawahar Goel, Managing Director, Dish TV, said, "TRAI's recent tariff order is an indication of the regulator's intent to go full throttle on the digitization mandate. Though the potential digital customer is still in a state of inertia, expecting last minute deferments, demand for digital boxes is expected to pick up speed closer to the sunset date."

"Dish TV is all set for the Phase I opportunity and beyond and endeavors to retain its market share in an expanding digital universe. We believe that with its top of the mind recall and efficient ground infrastructure, Dish TV is likely to be one of the preferred choices of the potential digital consumer," he added.

Commenting on the overall performance, Mr. Goel said, "While managing a trade-off between quality and quantity of new subscribers in the fiscal gone by, the DTH category witnessed a slowdown after a price hike at the entry level. The category added 10.5 million subscribers in fiscal 2012 compared to 13.3 million in the year before that. However, Dish TV witnessed a marked improvement in its key metrics after the price hike was initiated. With quality subscribers coming on board thereafter, Dish TV's monthly churn number in the fourth quarter aligned with its internal benchmark."

"In a bid to clear ambiguity around the revenue recognition of lease rentals, we have revised our accounting policy. Lease rental revenues would henceforth be recognized over a five year period and would be in line with depreciation of fixed assets," said Mr. Goel.

Dish TV continues to invest in new technologies and content. The company recently launched 'Dish truHD+', an HD box capable of digital recording. '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 consumers to simply plug and play and build an entire library of their favourite programmes.

With mandatory digitization flowing through urban markets in the first two phases of implementation and with increasing High Definition content being launched, HD services are likely to generate significant consumer interest going forward.

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 fourth quarter ended March '12 compared to the quarter ended December '11:

	Quarter ended	Quarter ended	% Growth
Rs. million	March - 2012	December - 2011	Q o Q
Operating revenues	5,247	4,905	7.0
Expenditure	3,805	3,703	2.7
EBITDA	1,442	1,202	19.9
Other Income	94	78	20.5
Depreciation	1,678	1,232	36.2
Financial expenses	348	476	(26.9)
Profit / (Loss) before tax	(490)	(430)	-
Provision for tax	0	0	-
Profit / (Loss) after tax	(490)	(430)	-

The table below shows the condensed consolidated statement of operations for Dish TV India Limited for FY 2012 versus FY 2011:

	FY 2012	FY 2011	% Growth
Rs. million	(Audited)	(Audited)	Y o Y
Operating revenues	19,579	14,367	36.3
Expenditure	14,619	11,986	21.9
EBITDA	4,960	2,381	108.3
Other Income	707	1,226	(42.3)

Depreciation	5,219	3,995	30.6
Financial expenses	1,780	1,534	16.0
Profit / (Loss) before tax	(1,331)	(1,920)	-
Provision for tax	0	0	-
Profit / (Loss) after tax	(1,331)	(1,920)	-

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:

Rs. million	Quarter ended March - 2012	% of Gross revenue	Quarter ended Dec. - 2011	% of Gross revenue	% Growth Q o Q
Cost of goods & services	2,632	50.2	2540	51.8	3.6
Personnel cost	191	3.6	173	3.5	10.4
Administrative cost	253	4.8	232	4.7	9.0
Advertisement expenses	268	5.1	192	3.9	39.6
Selling & distribution expenses	461	8.8	566	11.5	(18.5)
Total Expenses	3,805	72.5	3,703	75.5	2.7



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

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 330 channels & services including 22 audio channels and over 40 HD services with more than 12.9 million gross subscribers as of March 31, 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 8,070 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
