



DISH TV INDIA LIMITED

EARNINGS RELEASE FOR THE QUARTER ENDED SEPTEMBER 30, 2011

DISH TV RETAINS HIGHEST MARKET SHARE; CLOSES SECOND QUARTER WITH AN INCREMENTAL 575 THOUSAND NEW SUBSCRIBERS

AVERAGE REVENUE PER USER (ARPU) MOVES NORTHWARD AT Rs.152; HD ARPU AT Rs. 454

EBITDA MARGIN AT 25.3%, CONTINUES UPWARD TREND

NET LOSS OF Rs. 486 MILLION HIT BY FOREX LOSS OF Rs. 304 MILLION

SUBSCRIBER ACQUISITION COST AT Rs. 2,232

Highlights

- ❖ Dish TV added 575 thousand new subscribers in the quarter ended September 30, 2011 achieving a total of 11.7 million gross and 9.2 million net subscribers at the end of the period.
- ❖ Total revenues for the second quarter stood at Rs. 4,822 million, recording a growth of 48% as compared to the corresponding period last fiscal.
- ❖ Subscription revenues for the second quarter stood at Rs. 4,124 million, recording a growth of 53% as compared to the corresponding period last fiscal.
- ❖ EBITDA at Rs. 1,218 million recorded a growth of 142% as compared to the corresponding period last fiscal. EBITDA margin for the second quarter stood at 25.3%.
- ❖ Net loss of Rs. 486 million negatively impacted by foreign exchange loss of Rs. 304 million.

NOIDA, India; October 19, 2011 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today reported second quarter fiscal 2012 revenues of Rs. 4,822 million, representing a 48% growth over the corresponding period last fiscal. EBITDA for the quarter stood at Rs. 1,218 million, compared to Rs. 503 million in the corresponding period last fiscal. EBITDA margin recorded at 25.3%. Foreign exchange loss hiked net loss by Rs. 304 million.

The Board of Directors in its meeting held today, has approved and taken on record the unaudited financial results of Dish TV for the quarter ended on September 30, 2011.

Mr. Subhash Chandra, Chairman, Dish TV India Limited, said, "With the threat of another economic slowdown looming large over us, consumer activity in India seems to be slowing down in comparison to the healthy pace it had maintained all this while. Despite being fairly

insulated, being the bread & butter of entertainment, DTH as a category was impacted by consumers' inertia to pay for discretionary spends. While the industry recorded lower acquisitions, both on a sequential and yearly basis, in the second quarter, Dish TV managed to efficiently maintain its leadership while reporting a steady increase in operating margins for the sixth consecutive quarter."

Mr. Jawahar Goel, Managing Director, Dish TV, said, "Dish TV has been the frontrunner of the Indian DTH industry since inception and has time and again demonstrated agility to adapt itself to a changing business environment. As challenging macro economic conditions prevail, we believe Dish TV remains well placed to capitalize on any resultant opportunities."

"The recent digitization mandate spells opportunity for the DTH industry to strengthen its foothold in traditional cable strongholds. As consumers choose between alternatives, we believe that Dish TV with its strong brand presence and service backup is likely to be one of the preferred choices of the television consumer," he added.

Commenting on the overall performance, Mr. Goel said, "In line with our expectations, Dish TV moved closer to attaining bottom line profitability but for the loss due to foreign exchange fluctuation. Subscription revenue recorded sustained sequential increase while EBITDA maintained its upward trend registering an increase of 8.6% compared to the immediately preceding quarter. Key operating metrics continued to be favorable, with ARPU registering encouraging improvement in a seasonally weak quarter. ARPU for HD subscribers was at a level of Rs. 454, pointing to a window of opportunity to scale up overall ARPU's going forward."

Targeting a seamless recharge experience for its subscribers and to fill in the opportunity gap between subscription packages, Dish TV recently introduced an all new 'World Pack' at Rs. 275/- per month. Strategically placed between existing packs, the 'World Pack' attempts to drive mid level subscribers to the next level.

With mandatory digitization likely to flow through urban consumers in the first two phases of implementation, High Definition (HD) activation is poised to be one of the key beneficiaries. Further to its ARPU enhancing initiatives and to optimize its satellite capacity, Dish TV also introduced the 'HD World Pack' at Rs. 375 per month. While existing HD packs, 'Premier' at Rs. 450 and HD 'Royale' at Rs. 550 target the top of the HD Pyramid, the newly introduced 'HD World Pack' is designed to attract entry level HD subscribers from the vast pool of such urban markets.

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

Condensed statement of operations:

The table below shows the condensed statement of operations for Dish TV India Limited for the second quarter ended September '11 compared to the quarter ended June '11.

| | Quarter ended | Quarter ended | % Growth |
|----------------------------|---------------|---------------|----------|
| Rs. million | September-11 | June-11 | Q o Q |
| Operating revenues | 4,822 | 4,604 | 4.7 |
| Expenditure | 3,604 | 3,482 | 3.5 |
| EBITDA | 1,218 | 1,122 | 8.6 |
| Other Income | 92 | 137 | (32.6) |
| Depreciation | 1,162 | 1,107 | 4.9 |
| Financial expenses | 634 | 334 | 89.8 |
| Profit / (Loss) before tax | (486) | (183) | - |
| Provision for tax | 0 | 0 | - |
| Profit / (Loss) after tax | (486) | (183) | - |

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 Sept - 2011 | % of Gross revenue | Quarter ended June - 2011 | % of Gross revenue | % Growth Q o Q |
|---------------------------------------|------------------------------|-----------------------|------------------------------|-----------------------|-------------------|
| Cost of goods & services | 2,380 | 49.3 | 2,472 | 53.7 | (3.7) |
| Personnel cost | 171 | 3.5 | 174 | 3.8 | (1.8) |
| Administrative cost | 235 | 4.9 | 231 | 5.0 | 1.6 |
| Advertisement expenses | 181 | 3.7 | 156 | 3.4 | 15.9 |
| Selling & distribution expenses | 637 | 13.2 | 449 | 9.7 | 41.9 |
| Total Expenses | 3,604 | 74.7 | 3,482 | 75.6 | 3.5 |



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| <p>This earnings release contains unaudited quarterly results that are prepared as per Indian Generally Accepted Accounting Principles (GAAP).</p> |
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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 11 million subscribers as of September 30, 2011. 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 has also acquired transponders on the Asiasat 5 platform thus increasing 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 65,000 dealers that span across 7,500 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