



DISH TV INDIA LIMITED

EARNINGS RELEASE FOR THE QUARTER ENDED SEPTEMBER 30, 2012

DISH TV ADDS 477 THOUSAND NEW SUBSCRIBERS

AVERAGE REVENUE PER USER (ARPU) EMERGES STRONGER AT Rs. 159

ROBUST 14.6% YoY GROWTH IN SUBSCRIPTION REVENUES

EBITDA MARGIN AT 29.2%

REMAINS FREE CASH POSITIVE FOR THE THIRD CONSECUTIVE QUARTER

LAUNCHES INDIA'S FIRST STANDARD DEFINITION RECORDER

Highlights

- ❖ Dish TV added 477 thousand new subscribers in the quarter ended September 30, 2012 achieving a total of 13.9 million gross and 10.0 million net subscribers at the end of the period.
- ❖ Total standalone operating revenues for the second quarter stood at Rs. 5,336 million, recording a growth of 10.1% as compared to the corresponding period last fiscal.
- ❖ Subscription revenues for the quarter were Rs. 4,727 million, recording a growth of 14.6% as compared to the corresponding period last fiscal.
- ❖ Subscriber Acquisition Cost (SAC) recorded at Rs.2,273 compared to Rs. 2,145 in the immediately preceding quarter.
- ❖ EBITDA at Rs. 1,557 million recorded a significant growth of 18.3% as compared to the corresponding period last fiscal. EBITDA margin for the quarter stood at 29.2%.
- ❖ Exceptional gain of Rs. 764 million resulted in Profit after Tax (PAT) of Rs. 551 million.

NOIDA, India; October 18, 2012 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today reported second quarter fiscal 2013 unaudited standalone operating revenues of Rs. 5,336 million, recording 10.1% growth over the corresponding period last fiscal. EBITDA of Rs. 1,557 million registered a significant 18.3% increase over the corresponding quarter last fiscal. EBITDA margin for the quarter stood at 29.2%.

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

Mr. Subhash Chandra, Chairman, Dish TV India Limited, said, "The recent enthusiasm on the policy front is expected to cheer up an otherwise sluggish macro sentiment. The digitization mandate is another such trigger and is expected to take the Indian Media & Entertainment industry to the next level of growth."

"In this countdown towards digitization, DTH continues to have an upper edge over cable due to its evolved business systems and processes. At the cable front, the evolution of a successful Business-to-Consumer model remains primary and a key monitorable to ensure value creation," said Mr. Chandra.

"Dish TV with its strengthened product line up and advanced infrastructure capabilities is well placed to leverage the digitization opportunity to further strengthen its position in the television distribution industry in the country," he added.

Mr. Jawahar Goel, Managing Director, Dish TV, said, "The second quarter took off sluggishly, largely due to the macro headwinds and price hike at the entry level, however, our sound strategy and efficient on ground execution enabled a pickup in additions post the first month. Our launch of 'Dish+', India's first standard definition recorder, helped us differentiate and attract consumer interest in a crowded market."

"In terms of digital conversions, despite regular data on steady growth in digital deployment flowing in, on ground implementation remains lukewarm and nowhere close to numbers doing the rounds. However, with the government sending firm signals against extension of the analog sunset date, we continue to target reasonable subscriber uptake going forward," he added.

"In line with our expectation, the price hike initiated in the last quarter flowed through partially to deliver an encouraging ARPU increase. ARPU for the second quarter was recorded at Rs. 159 compared to Rs. 156 in the preceding quarter," said Mr. Goel.

Commenting on the second quarter performance, Mr. Goel said, "Dish TV continued to be free cash flow positive for the third consecutive quarter. Cost line items remained as projected; an expected hike in marketing cost coming in due to additional spends around digitization. Churn remained at 1% per month despite the package price increase last quarter," he added.

Dish TV recently launched India's first Standard Definition Recorder, 'Dish+', with unlimited recording facility. 'Dish+' comes equipped with a USB slot and is positioned at a highly competitive price of Rs. 1,690 compared to non recorder ready boxes available at Rs. 1,590. 'Dish+' is launched in the 42 cities covered under Phase I and Phase II of digitization and is placed to emerge as a value for money differentiator over other boxes in the market.

In a first within the television distribution industry, Dish TV recently launched recharge option through Interbank Mobile Payment Service (IMPS) through which the subscriber can recharge his Dish TV account securely and conveniently through an instant, interbank electronic fund transfer service that can be initiated only through mobile phones. Considering the deep penetration of cell phones in the country, money transfer through them is likely to emerge as a popular mode of transacting for daily services in the days ahead.

In another differentiated and subscriber friendly move, Dish TV announced a special scheme for all new acquisitions in the first phase of digitization wherein 70 free to air channels would be provided to subscribers provided they subscribe to a pay tier twice a year. The scheme is aimed at further tightening the churn metrics by ensuring a continuous connect with the customer at no additional cost to the company. It is expected to be critical in cases where the subscriber tends to permanently churn off the platform in the event of a total television blackout due to non payment.

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 second quarter ended September '12 compared to the quarter ended June '12:

Rs. million	Quarter ended Sept. - 2012	Quarter ended June - 2012	% Growth Q o Q
Operating revenues	5,336	5,200	2.6
Expenditure	3,779	3,644	3.7
EBITDA	1,557	1,556	-
Other Income	80	205*	(61.0)
Depreciation	1,533	1,512	1.4
Financial expenses	317	572*	(44.6)
Profit / (Loss) before tax	(213)	(323)	-
Exceptional Items	764	0	-
Provision for tax	0	0	-
Profit / (Loss) after tax	551	(323)	-

NOTES:

* Previous quarter figures have been regrouped due to a change in accounting policy w.e.f. 1 April, 2011, pursuant to a clarification dated 9 August, 2012 from the Ministry of Corporate Affairs, wherein exchange differences arising from foreign currency borrowings to the extent that they are regarded as an adjustment to interest cost are treated as 'foreign exchange fluctuation' as per Indian Accounting Standard (AS) -11 instead of treating them as 'borrowing costs' as per AS-16.

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. - 2012	% of Gross revenue	Quarter ended June - 2012	% of Gross revenue	% Growth Q o Q
Cost of goods & services	2,548	47.7	2,578	49.6	(1.2)
Personnel cost	203	3.8	202	3.9	-
Administrative cost	284	5.3	212	4.1	33.9
Advertisement expenses	222	4.2	135	2.6	64.4
Selling & distribution expenses	522	9.8	516	9.9	1.2
Total Expenses	3,779	70.8	3,644	70.0	3.7



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 13.9 million gross subscribers as of September 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 1480 distributors & over 114,000 dealers that span across 8,567 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