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INVESTOR UPDATE – August, 2008

**ADDITION OF 1, 86,594 NEW SUBSCRIBERS DURING THE MONTH  
TOTAL REGISTERED CUSTOMER BASE CROSSES 3.7 MILLION  
OVER 50 % SHARE OF TOTAL ESTIMATED PAY DTH MARKET**

Dishtv India Limited (dishtv), India's No. 1 direct-to-home company and part of the biggest media conglomerate, Zee group, has added 1,86,594 new subscribers in the month of August, 2008, taking the total registered customer base to 3.76 million and representing a total market share of over 50 % in 4 player market. Breaking all previous records and welcoming the new competition in DTH space, dishtv subscriber numbers for the month have risen exponentially

The key driver for the month of August has been the huge success of the dishtv Hattrick offer in the 4 southern states garnering 40% market share. The offer has shown great connect with the audiences which is evident from the tripling up of month on month numbers from the region. Also sailing along with Free Set Top Box offer, the over all volumes of rest of India sales have also seen a sizable growth with approximately 65% market share.

With the vision of providing enhanced user experience to its subscribers, dishtv has revamped its product demonstration on its barker channel (channel 999) adding Tisca Chopra (of Taare Zameen Par fame) as the product evangelist. New features have been added for effective education of the subscribers at large. A detailed demo film has been done in an engaging way to educate them about each feature on dishtv in a fun-filled manner. A new application has been added on the channel through the red bug...999 Active. This will enable the subscriber to get the latest information, important updates, new schemes and offers, all at the click of a button on their dishtv remote.

**dishtv** also announced a tie-up with world's largest matrimonial service provider, Shaadi.com for a new interactive service on its platform - "Shaadi Active". Through dishtv's 'Shaadi Active' service, marriage prospects and their parents will be able to search for eligible bride / groom of their choice from amongst millions of profiles listed on Shaadi.com. For all those not so net savvy people, it has shifted from the mouse to the remote, where subscribers can define the parameters of selection and search by the criteria of age, community, caste, profession etc. Based on these criteria, Shaadi.com profiles will be displayed on the TV screen and the



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subscriber can then choose the profile of his choice and contact the profile. To ensure novelty, every single day, the profiles will be refreshed on a daily basis.

Dish TV also added Oriya channels "OTV" on its platform after ETV Oriya that further enhances its offering for Oriya speaking subscribers. Dish TV offers largest regional bouquet channels in 8 different languages for its discerning subscribers, specially a boon for the dislocated people from their home towns.

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