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INVESTOR UPDATE – June, 2008

**ADDITION OF 1,52,158 NEW SUBSCRIBERS DURING THE MONTH  
TOTAL REGISTERED BASE CROSSES 3.42 MILLION  
56% SHARE OF TOTAL ESTIMATED PAY DTH MARKET**

Dishtv India Limited (dishtv) has added 1,52,158 new subscribers in the month of June 2008, by far the largest number of subscribers added in a month after cricket world-cup, taking the total registered base to over 3.42 million and representing a total market share of 56%. Dishtv's gross addition of new subscribers during Q1 FY 2009 is 4,01,437 and net addition of 3,76,686 subscribers after churn during Q1 FY 2009.

Dishtv and ESPN STAR Sports announced a joint marketing programme titled, 'Summer Sports Bonanza' for the discerning sports lover subscribers of dishtv across the country. Under this initiative, a cash benefit of Rs. 500 was credited back to the subscribers' account on purchase of a new connection before June 30, 2008. This discount was over and above the Free Set Top Box offer already introduced by dishtv in the previous month by paying one year's Maxi subscription & installation charges of Rs. 3990 only. The subscriber had choice to use the credit of Rs 500 to pay his onward subscription with dishtv or buy VAS services like movie- on demand etc. on the platform. Buying dishtv today is by far a huge value for money proposition for any consumer versus its competitors' offerings

In the end of the month, dishtv, saw the appointment of Mr. Vinay Agarwal as its CEO. An alumnus of IIT Kanpur - Bachelor of Technology in Electronics and Computer Science, and of IIM Calcutta - PGDM degree in Marketing and Corporate Planning, Mr. Agarwal brings along with him a experience of 28 years spanning Telecom, Consumer Durable, Consultancy Services and Engineering Industries in leading organizations across the country. Prior to joining Dish TV, Mr. Agarwal was associated with Grindwell Norton Limited, a Saint-Gobain Group company, as the President-Abrasives, where he created new marketing models for the company and implemented a new project to increase the business thrust and profitability.