



INVESTOR UPDATE – MAY, 2008

**ADDITION OF 1, 48,447 NEW SUBSCRIBERS DURING THE MONTH
TOTAL REGISTERED BASE CROSSES 3.25 MILLION
60% SHARE OF TOTAL ESTIMATED PAY DTH MARKET**

Dishtv India Limited (dishtv) has added 1,48,447 new subscribers in the month of May, 2008, by far the largest number of subscribers added in a month after cricket world-cup, taking the total registered base to over 3.25 million and representing a total market share of 60%. The addition during the month was higher by 50% over previous month.

The volumes have increased tremendously from interplay of *dishtv SET TOP BOX FREE OFFER*. The brand, dishtv, known for its innovation and unprecedented offerings has kept its league, by announcing this consumer offer where he can get his box totally free by simply paying a years' maxi subscription and installation/ activation charges. Not only this, in addition to the free STB, he will also enjoy 67 free movies on MOD worth Rs 3990, equivalent to the entire value invested by him initially! Thus, the consumer stands to enjoy Rs 10,480 worth value on an entry price of Rs 3990, i.e. 2.6 times his investment!

Dishtv's multiple price point strategy continues where a consumer can get started at 2490 for 3 months of maxi package, with 42 movies worth 2490 free or 2990 for 6 months of maxi package with 50 movies worth 2990 free! However on these offers the box does not come for free. There is a discounted price of box which is applicable.

Not only this, in order to cater to a larger segment of viewers, whose need for entertainment is limited to regional and sports channels, the new consumer scheme also provides an option for the consumer to join in at freedom plus package. At freedom plus he can enjoy 6, 12 or 18 months of initial subscription for the price points of 2490, 2990 and 3990 respectively along with the same free movie offer !

During the month, dishtv successfully tested and installed its mobile dishtv system for trains. The mobile system in trains is also capable of showing more than 100 channels, all of digital entertainment in the moving train. There was no disturbance in the signal from the over head high voltage electric wires, changing lines or even when the bogey is subject to hard shunting. With this successful testing a new field for passenger trains is now open for dishtv. This is certainly a first of its kind in India and amongst another first initiative from dishtv. The test train used for the purpose was MR special, an exclusive saloon of the Minister of Railways.

Dishtv's had a 360 degree advertising campaign for the month with the brand ambassador Shahrukh Khan. The brand's presence in print and electronic mediums especially during IPL really returned the eye balls and has helped the fence sitter to move away from their complacent attitude- they are certainly wishing & dishing for more....