



DISH TV INDIA LIMITED

Dear All,

We wish to inform you that the Board of Directors of Dish TV India Limited in its meeting held on 24th April 2008 reviewed the performance of the company, its Growth Plans, Funding requirements and has approved raising of the capital upto a sum of Rs.1200 crores through the Right Issue.

Key Highlights of Business Performance for FY 2008 and Q4 are as under:

- ❖ 285,000 new subscribers added during Q4 and 1.04 Million in FY 2008
- ❖ Gross subscriber base stands at 3.0 million as on March 31, 2008
- ❖ Net Subscriber base stands at 2.5 million as on March 31, 2008
- ❖ Overall Pay Gross DTH market Share of Dish TV stands at 59%
- ❖ Significantly improved Brand Health Scores due to new marketing campaign
- ❖ Expansion of front end service network to 90 towns
- ❖ More content - With 185 channels, Dish TV offers the maximum number of channels in comparison to any other DTH service provider
- ❖ Distribution strengthened – Now present in over 4,400 towns through 38,000 dealers and over 575 Distributors
- ❖ Carriage Fees to be one of the new Revenue stream in 2008-09
- ❖ Gaming will also became a paid service in the current year
- ❖ Key ARPU drivers will be higher Channels offerings, launch of niche channel bouquets, VAS being charged from the subscribers and all promotion to be on higher tier package
- ❖ Lower License Fee from 10% of GR to 6% of GR as recommended by TRAI will result in higher financial performance
- ❖ Expansion of Dish Care Centre, service franchisee, Dish Shoppe and Collection Agency will receive lot of attention and focus in this year.