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INVESTOR UPDATE – APRIL, 2008

**ADDITION OF 1, 00,835 NEW SUBSCRIBERS DURING THE MONTH  
TOTAL REGISTERED BASE CROSSES 3.1 MILLION  
59% SHARE OF TOTAL ESTIMATED PAY DTH MARKET**

Dish TV India Limited (dish tv) has added 1, 00,835 new subscribers in the month of April, 2008, taking the total registered base to over 3.1 million and representing a total market share of 59%.

The volumes have increased from interplay of *The dish tv challenge*, 3 different consumer offers, at price points of 3150, 3990 and 4990 with 3, 6 and 12 months bundled subscription of the maxi pack. The dish tv Challenge was an effort towards providing yet more flexi plans that will benefit the consumers across all groups and ensures complete transparency with no hidden costs whatsoever. This multi-price point strategy has helped attract viewers across markets and segments from all geographies.

During the month, dish tv announced yet another innovative offer "the IPL Pack" for its discerning subscribers. Whilst the bulk of dish tv subscribers on its maxi and welcome packages already have MAX included and are hence enjoying the series, this special IPL pack allowed the subscribers on the freedom and freedom plus packs (which do not otherwise carry MAX channel) also to enjoy the IPL series, at a one time fee of Rs 120 only. World over special events, especially sports events are sold on DTH platforms on a similar "pay per event" concept.

Dish tv has further enhanced its offering by adding 2 new channels Topper TV and NewsX on its platform. Whereas Topper TV is India's first Educational and learning channel, for students of age group 12 to 18 years, NewsX is country's first HDTV-ready premier News Channel.

The platform has enhanced its gaming portal by introduction of 4 new games on Playjam - Football, Pool, Tennis and Cards. Playjam is available on LCN No. 90 along with Minikids and offer a wide range of interesting games for all and sundry for this summer.