



INVESTOR UPDATE – FEBRUARY, 2008

**ADDITION OF 99,752 NEW SUBSCRIBERS DURING THE MONTH
TOTAL REGISTERED BASE CROSSES 2.9 MILLION
61% SHARE OF TOTAL ESTIMATED PAY DTH MARKET**

Dish TV India Limited (dish tv) has added 99,752 new subscribers in the month of February, 2008, taking the total registered base to over 2.9 million, taking its total market share to 61%.

The volumes have increased from interplay of 3 different consumer offers in the market at price points of 3150, 3990 and 4990 with 3, 6 and 12 months bundled services of the maxi pack. This multi-price point strategy has helped attract viewers across markets and segments from all geographies. Further, dish tv's tie-up with the Future group saw the first big promotion, when 35,000 new subscribers were acquired in a 4 day promotion from about 100 Big Bazaar and E-zone outlets in the country.

During January, dish tv's movie-on-demand service made great strides. dish tv has entered into an agreement with Sony Pictures Television International to air the latest Sony blockbusters on its premier MOD service. This tie-up has added yet another feather to the already existing extensive library of movies available to dish tv subscribers, hence giving them the facility to order more and larger Hollywood blockbusters directly on their television sets. The service has seen a remarkable upswing with huge titles in Hindi and English, premiered for the first time, such as Jab We Met, Spiderman 3, Dhamaal, Ratatouille, Pirates of the Caribbean: At World's End, to name a few..

Dish tv has further enhanced its Tamil content by adding Jaya TV and Isaiaruvi Music channel for its discerning Tamil audiences. This takes up already existing robust Tamil channel line-up of dish tv to 17 channels. Dish tv has a very comprehensive regional channel offering in 12 different languages with special thrust on south Indian content. Dish tv has 17 Tamil, 12 Telugu, 12 Malayalam and 10 Kannada channels.

Dish tv introduced a new interactive service – Quizzzy for its subscribers. The service is available on LCN No. 90 along with Play Jam & Minikids and offers a wide range of questions across various genres such as History, Geography, Sports, Science,



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Entertainment, Mental Maths, Current Affairs & Politics. This interactive quiz allows the subscribers to take the challenge and test their general knowledge in an engaging manner.

Dish tv has also launched a new remote in the market which is more user friendly. Introduced after much study & consumer understanding, the remote ensures quicker understanding of all functions and keys, direct accessibility to various services and the like.