



Direct to Your Home

# DISH TV INDIA LIMITED

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INVESTOR UPDATE - OCTOBER 2007

**ROBUST ADDITION OF 89,000 NEW SUBSCRIBERS DURING OCTOBER**

**TOTAL REGISTERED BASE CROSSES 2.5 MILLION**

**66% SHARE OF TOTAL ESTIMATED PAY DTH MARKET**

## Highlights

**Dish TV India Limited (DishTV)** has added 89,000 new subscribers in October 2007, taking its total registered subscriber base to 2.5 million. This represents a 66% market share of the estimated total Pay DTH market. This month's subscriber additions represent a 17% growth over average monthly subscriber addition in the first half of FY 2008.

With an objective of providing world class TV viewing experience to its customers, dishTV has inked a deal with the consumer durable major LG Electronics India Pvt. Ltd, for a complete entertainment package of dishTV connection bundled with 5 top end LG plasma models. This tie up will enable the customers to watch the best of TV entertainment on best of the screens.

Welcoming the festival season, dishTV christened a special '*Diwali Double Dhamakā*', which offers its highest tier package-dish Maxi, at Rs. 3,990 that includes 6 months subscription and another option of Rs. 3,150 that includes 2 months subscription.

DishTV also offered a special package for its discerning subscribers in Tamilnadu, in which new customers can subscribe at Rs. 3,150 as initial joining charges and avail 8 months of free subscription on 'Freedom Plus' package that comprises most of their favourite channels including Sun bouquet of channels.



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