



DISH TV INDIA LIMITED

INVESTOR UPDATE - AUGUST 2007

ROBUST ADDITION OF 90,000 NEW SUBSCRIBERS DURING AUGUST

TOTAL REGISTERED SUBSCRIBER BASE CROSSES 2.3 MILLION

69% SHARE OF TOTAL ESTIMATED PAY DTH MARKET

Highlights

Dish TV India Limited (DishTV) has added 90,000 new subscribers in August 2007, taking its total registered subscriber base to 2.31 million. This is more than twice of the nearest competitor and represents a strong 69% share of the estimated total Pay DTH market. This month's subscriber additions represent a 50% growth over average monthly subscriber addition in first quarter of FY2008. During the second quarter of FY2008 (July and August), company has added 165,000 new subscribers.

On infrastructure front, company has added two more transponders, taking the total transponder capacity to nine. This puts it in the unique position of being able to increase its content from the current offering of 172 video & audio channels. Two new channels have been added to the package – Zee Talkies (Marathi movie channel) and Kalainagar TV.

Retail distribution continues to expand in the top 8 cities for the VGA box that was launched last month. The plan is now to extend its presence to 50 towns in September and 100 towns by November. Heralding the onset of the PR-season, a power packed consumer offer "*Ab Sab Sikander*" was launched in the middle of August. This offer with weekly prizes, has received very good response and it is being promoted nationally through Press, PR, Television, Outdoors and POS.

In addition to these, the company continues to expand its service network and distribution reach. Dish TV is now available in over 4,300 towns through a network of 35,000 dealers. The company is also in the midst of a massive retail visibility drive through focused installation of glow signs.



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