



DISH TV INDIA LIMITED

MONTHLY INVESTOR UPDATE - JULY 2007

75,000 NEW SUBSCRIBERS ADDED DURING JULY 2007

REGISTERED SUBSCRIBER BASE CROSSES 2.2 MILLION

69% SHARE OF TOTAL ESTIMATED PAY DTH MARKET

Highlights

Noida, India; August 20, 2007 - Dish TV India Limited (DishTV) added 75,000 new subscribers in July 2007, taking its total registered subscriber base to 2.22 million. This is more than twice of the nearest competitor and represents a 69% share of the estimated total Pay DTH market. This month's subscriber additions represent a 25% growth over average monthly subscriber addition in first quarter of FY2008.

A new channel - Star Cricket, was added in July. The company now has India's largest DTH offering of 172 video & audio channels.

A new VGA set top box was launched, for the first time in India. This product is compatible with computers; allowing all channels & services to be viewed on desktop computers. Initial response from the market has been good. This new product will open up three new segments - for use in offices, SOHO segment and students who have computers at home. This new product launch was supported through Press, Magazines, Outdoors and Direct Mailers.

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 glowsigns.

A national consumer offer - *Free Bhi, Zyaada Bhi* - was operated to tremendous response from consumers.

Two prominent Regional campaigns were launched; in Punjab & West Bengal; to showcase Dish TV's exclusive & superior regional content in these two states. In Punjab, through ETC Punjabi, Dish TV is the only DTH platform carrying "live" Gurbani from the Golden Temple, Amritsar.



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