



Investor Update - April 2009

April 2009 subscriber addition 136,330

Total registered base crosses 5.20 million

Dish TV India Limited (dishtv), India's No. 1 direct-to-home company and part of India's biggest media conglomerate - Zee group, added 136,330 new subscribers in the month of April 2009, taking its total registered base to over 5.20 million. The adoption of the DTH market category in the month of April was 0.72 million subscribers approximately.

To create a differentiated brand strategy in a multi player scenario, dishtv has launched an advertising campaign for its brand with a new proposition: "Sabse Zyaada". This new proposition aims to bring together the benefit of "Maximum Entertainment with Maximum Number of Channels offered only by dishtv." (*Sabse Zyaada literally translated means maximum offering*)

The new proposition is substantiated through dishtv's competitive advantage, as it offers within competition the maximum width and depth of content, with 240 channels and services. dishtv also offers the maximum channels across genres/languages to its subscribers along with maximum value at every price point. This gives dishtv a unique edge over cable and other DTH players, which show limited regional content.

By offering maximum regional content, dishtv also addresses the needs of dislocated population (*people living away from their native place and outside their native language area*) ensuring that these subscribers are able to view the programs in their native language and stay up-to-date on the latest happenings in their native cities and states.

As part of the new advertising campaign, a new television commercial with a distinct regional flavor has been launched. The commercial features brand ambassador Shahrukh Khan (*India's leading film star*) highlighting the competitive advantage of dishtv. The advertising campaign has also been adapted to run across media such as print, outdoor and radio (*in addition to television*).

Operator wise- Total number of channels and services offered:

DTH Players	Total Number of Channels and Services
Dishtv	240
Tata Sky	190
Sun Direct	200+
Big TV	200+
Airtel Digital TV	150+

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Operator wise- Television channels offered across genres:

Genre	Tata Sky	Airtel Digital TV	Sun Direct	Big TV	Dishtv
Cinema	10	11	11	12	15
GEC	22	16	23	21	25
News	23	21	22	24	32
Kids/ Info	14	12	13	13	15
Regional	61	59	77	60	90

** As per information available on respective websites*

dishtv has also revamped its consumer packages channels genre wise into three tiers - Silver, Gold & Platinum. The key difference between the structure of the old and new packages is the package configuration - genre wise channel placement on packs to help aid consumer comprehension.

North India Packages			
	Price	No. of Channels and Services	USP
Silver	113 + tax	135	Hindi entertainment, cinema & news channels
Gold	190 + tax	155	Sports, kids & infotainment channels
Platinum	283 + tax	185	English movies, business & lifestyle channels

dishtv continues to offer to its subscribers choice and superior value for money, with a range of innovative value-added services backed by excellent customer service and a variety of 40 + a-la-carte packs, ranging from Rs 15 to Rs 45 + tax. This multi-price point strategy has helped attract subscribers across markets and segments from all geographies.