



## **INVESTOR UPDATE – March 2009**

### **Dishtv Becomes India's First DTH Service To Cross 5 Million Customer Mark**

### **25 Million Happy Indians Have Made Dishtv No. 1**

### **March 09 Subscriber Addition 113,057**

Setting yet another benchmark in the DTH sector, Dish TV India Limited (dishtv), India's No. 1 direct-to-home company and part of the biggest media conglomerate – Zee group, announce a significant milestone of crossing 5 million customer mark thus consolidating its leadership position as the largest and most innovative DTH Company in India. Dishtv's footprint covers 6,600 towns across India bringing smiles to 25 million Indians.

Dishtv added 113,057 new subscribers in the month of March 2009, taking the total registered base to 5.07 million. The adoption of the DTH market category in the month of March is approximately 0.55 million subscribers. Dishtv has always believed in offering its subscribers with a good value proposition through robust, efficient products of world-class quality with the highest levels of customer service.

The direct-to-home (DTH) space witnessed a lot of action in 2008 with the launch of two players and one regional player going pan-India. Dishtv has maintained its leadership position in a five player market amidst intense competition. The 5 Million milestone is not just a significant one for Dishtv but also symbolizes the successful growth of the Indian Pay TV market amidst intense competition. Dishtv is committed to expanding the market and offering superior value to subscribers in a market which has a huge potential.

Dishtv offers maximum width and depth of content with 225 channels and services. Width refers to the number of channels that we are offering and depth to the genres or the languages in which the content is made available. Tailor made packages, niche content, value added services, strong distribution network and service excellence have played a vital role in acquiring and retaining the customers.

In March 2009, Dishtv added 7 new channels, on its platform. This addition will further enhance Dishtv's strong bouquet of general entertainment, news, sports and regional channel offering to its discerning subscribers.