



## INVESTOR UPDATE – February 2009

### **Subscriber Addition of 102,443 in February 2009 TOTAL REGISTERED BASE CROSSES 4.96 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 102,443 new subscribers in the month of February 2009, taking its total registered base to 4.96 million. The adoption of the DTH market category in the month of February was approximately 0.49 million subscribers.

Dishtv is the leader in DTH sector, with 48% market share in a five player market. Dishtv is now within striking range of the 5 million subscriber milestone.

Dishtv offers maximum width and depth of content with 225 channels and services. Width means the largest number of channels and depth being the largest number of channels in all genres and languages. Tailor made packages, niche content, value added services, a strong distribution network and service excellence, have played a vital role in acquiring and retaining customers.

A continuous effort to optimize expenses has resulted in lower operating costs, breaking key price barriers for consumer adoption, as well as granting easy access to premium content.

In February 2009, Dishtv added 8 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.