



INVESTOR UPDATE – January 2009

**January, 09 Subscriber Addition 132,286
TOTAL REGISTERED BASE CROSSES 4.85 MILLION**

Dish TV India Limited (dishtv), India's No. 1 direct-to-home company and part of the biggest media conglomerate, Zee group, has added 132,286 new subscribers in the month of January 2009, taking the total registered base to 4.85 million. The adoption of the DTH market category in the month of January is approximately 0.56 million subscribers.

In the countdown to cross 5 Million subscriber mark resulting into 25 million viewers, Dishtv has presented its subscribers with a mega offer of Free Recharge, through this offer, whatever amount the subscribers recharge for, they get the equivalent value worth free, thus recharge becomes completely FREE. This offer will boost both subscriber retention & new acquisition.

The free benefits on these recharge Cards are as follows:

Recharge Free Denomination				
Pack	Denomination	Free Value	Ala - carte (20% value)	MOD (80% Value)
Silver	200	200	40	160
	500	500	100	400
Gold	500	500	100	400
Diamond	700	700	140	560
Platinum	700	700	140	560
	1800	1800	360	1440

Recharge Free is a limited period offer.

To increase the ARPU, Dishtv has also launched a Premiere Channel on its Movie on Demand Service. Dishtv will broadcast Hollywood and Bollywood movies on this channel within weeks of their theatrical release. Being the largest DTH service, Dishtv is an obvious choice for the movie production houses to release their movies on DTH platform.

In Jan. 09, Dishtv added 2 new channels, UTV Movies & Bindas Movies 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.