



INVESTOR UPDATE – DECEMBER, 2008

Subscriber Addition in December 2008 at 120,154

Dish TV India Limited (dishtv), India's No. 1 direct-to-home company, has added 120,154 new subscribers in the month of December 2008. The lower subscriber uptake is a result of the price increase taken during the month.

Dishtv has 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. Dishtv premiered the latest Bollywood blockbuster – 'Oye Lucky, Lucky Oye' Movie in 3.5 weeks of its theatrical release. Dishtv is a market leader in providing premium content to its subscribers, and through this channel millions of subscribers would be able to enjoy the latest and best of movies in the comfort of their home.

Dish TV already has an exclusive service for ICICI Bank and its products and services, called ICICI Active.

Dish TV, with a close to 50 per cent market share, is in a good position to create benchmarks and open up business in the DTH vertical. In December 2008, Dishtv added 2 new channels on its platform. This addition will further enhance Dishtv's strong bouquet of general entertainment, news, sports and regional channel offerings to its discerning subscribers.