



INVESTOR UPDATE – November, 2008

**ADDITION OF 237383 NEW SUBSCRIBERS DURING THE MONTH  
TOTAL REGISTERED BASE CROSSES 4.6 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 2,37,383 new subscribers in the month of November, 2008, taking the total registered base to 4.6 million.

Dishtv celebrated a significant milestone of crossing 4.5 Million subscriber mark thus consolidating its leadership position as the largest and most innovative DTH Company in India. Dishtv's footprint covers 5400 towns across India bringing smiles to more than 23 million Indians. Today every 50<sup>th</sup> Indian out of the total population of 115 crore is enjoying the Dishtv experience.

To celebrate this significant achievement, Dishtv presented a Hyundai Verna Car to the 4.5<sup>th</sup> million subscriber. Shahrukh Khan, Brand Ambassador, Dishtv graced the occasion with his presence and handed over the keys of Hyundai Verna car to Mr. Subhajt Roy from Mumbai, the 4.5 millionth subscriber of dishtv during the celebration ceremony at Mumbai.

To increase the ARPU, Dishtv has increased the prices of its offers and has started charging service tax extra. Service tax was earlier paid by the company on behalf of the subscriber.

The new packs are designed to address all consumer segments and create more entertainment options at all price points. The new package offer allows freedom of choice to the end user to customize channel bouquet to the maximum possible.

Aapki Wish, Aapka Pack offers two value packs - Set Top Box for Rs. 1490 and Combo Pack for Rs. 2090 (Set Top Box + Platinum Pack for 3 Months) also offering the freedom to subscribers to choose from 30 a-la-carte Packs to make their own packages according to their preference. The installation charges of Rs. 200 are extra.

Going forward Dishtv plans to increase the price on renewals also by charging service tax extra over the earlier price.

In Nov. 08, 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.