



DISH TV INDIA LIMITED

(Formerly Known as ASC Enterprises Limited)

Regd. Office : Essel House, B-10, Lawrence Road Industrial Area, Delhi - 110035

Corporate Office : FC - 19, Sector 16A, Film City, Noida, U.P. - 201301

Phone : 0120-2599391, Fax: 0120-2488777

Audited Financial Results For The Quarter / Year Ended March 31, 2008

(Rs In Million)

Particulars	Standalone Financial Results					Consolidated Financial Results	
	Nine Months Ended	Quarter Ended		Year Ended		Year Ended	
	31.12.07	31.03.08	31.03.07	31.03.08	31.03.07	31.03.08	31.03.07
	(Un-audited)	(Audited)	(Audited)	(Audited)	(Audited)	(Audited)	(Audited)
1. Income from Sales and Services	2768.52	1358.92	658.76	4127.44	1909.15	4122.45	1916.25
2. Other Income	25.05	4.68	7.59	29.73	33.98	39.31	46.19
3. Total Income (1+2)	2793.57	1363.60	666.35	4157.17	1943.13	4161.76	1962.44
4. Expenditure							
a) Cost of Goods and Services	2517.02	1117.80	696.07	3634.82	2247.99	3534.07	2207.49
b) Personal Cost	215.40	79.68	51.57	295.08	148.72	420.42	220.13
c) Administrative and Other Expenses	208.39	156.94	137.60	365.33	372.96	483.26	327.63
d) Selling and Distribution Expenses							
i) Advertisement Expenses	766.41	202.66	185.56	969.07	535.33	969.08	535.33
ii) Other Selling and Distribution Expenses	665.29	393.80	242.90	1059.09	493.57	849.86	364.00
e) Depreciation / Amortisation	1074.37	416.10	291.51	1490.47	575.28	1570.33	623.63
Total	5446.88	2366.98	1605.21	7813.86	4373.85	7827.02	4278.21
5. Interest (Net)	324.01	145.45	62.01	469.46	85.59	468.75	85.12
6. Loss before Tax (4+5) - (3)	2977.32	1148.83	1000.87	4126.15	2516.31	4134.01	2400.89
7. Tax Expense	4.08	1.81	0.91	5.89	2.51	7.27	(0.18)
8. Net Loss for the period (6 + 7)	2981.40	1150.64	1001.78	4132.04	2518.82	4141.28	2400.71
Paid-up Equity Share Capital (Equity Share of Re. 1 each fully paid)	428.22	428.22	428.22	428.22	428.22	428.22	428.22
Reserves (Excluding Revaluation Reserves, if any)	-	-	-	(495.00)	(822.96)	(5138.72)	(997.45)
Basic & Diluted Earning Per Share of Re 1/- each (Not Annualised) (In Rs)	(6.96)	(2.69)	(2.34)	(9.65)	(5.88)	(9.67)	(5.61)
Public Shareholding							
No. of Equity Shares	180117031	180117031	Nil	180117031	Nil	180117031	Nil
Percentage of Shareholding	42.06%	42.06%	Nil	42.06%	Nil	42.06%	Nil

SEGMENT WISE REVENUE, RESULTS AND CAPITAL EMPLOYED

(Rs In Million)

Particulars	Standalone Financial Results					Consolidated Financial Results	
	Nine Months Ended	Quarter Ended		Year Ended		Year Ended	
	31.12.07	31.03.08	31.03.07	31.03.08	31.03.07	31.03.08	31.03.07
	(Un-audited)	(Audited)	(Audited)	(Audited)	(Audited)	(Audited)	(Audited)
Segment Revenue							
(a) DTH	2601.02	1291.01	633.83	3892.03	1797.35	3892.03	1797.35
(b) Trading	86.29	36.95	2.03	123.24	6.92	137.29	6.92
(c) Teleport Services	81.21	30.96	22.90	112.17	104.88	112.17	104.88
(d) Subscriber Management Services	-	-	-	-	-	573.82	281.83
(e) Transponder Services	-	-	-	-	-	-	-
Less : Inter Segment Revenue	-	-	-	-	-	592.86	274.73
Total Revenue	2768.52	1358.92	658.76	4127.44	1909.15	4122.45	1916.25
Segment Results (Profit/(Loss) before tax & interest from each segment)							
(a) DTH	(2597.27)	(944.71)	(933.40)	(3541.98)	(2421.45)	(3541.98)	(2296.74)
(b) Trading	(32.27)	(49.03)	0.52	(81.30)	1.51	(89.15)	(3.18)
(c) Teleport Services	(23.77)	(9.64)	(5.98)	(33.41)	(10.78)	(33.41)	(10.78)
(d) Subscriber Management Services	-	-	-	-	-	(0.72)	(5.07)
(e) Transponder Services	-	-	-	-	-	-	-
Total	(2653.31)	(1003.38)	(938.86)	(3656.69)	(2430.72)	(3665.26)	(2315.77)
Less: Interest Cost (Net)	324.01	145.45	62.01	469.46	85.59	468.75	85.12
Other un-allocable expenditure net of un-allocable income	-	-	-	-	-	-	-
Total Profit/(Loss) before Tax	(2977.32)	(1148.83)	(1000.87)	(4126.15)	(2516.31)	(4134.01)	(2400.89)
Capital Employed (Segment Assets - Segment Liabilities)							
(a) DTH	(6281.75)	(7930.70)	(2816.06)	(7930.70)	(3023.06)	(8563.12)	(2346.61)
(b) Trading	57.86	58.83	11.37	58.83	11.37	(91.58)	(151.25)
(c) Teleport Services	329.24	249.20	268.11	249.20	268.11	249.20	268.11
(d) Subscriber Management Services	-	-	-	-	-	382.28	(667.31)
(e) Transponder Services	-	-	-	-	-	1556.86	1257.68
(f) Un-allocated	2518.53	3095.88	2141.85	3095.88	2348.85	1755.86	1070.16
Total	(3376.12)	(4526.79)	(394.73)	(4526.79)	(394.73)	(4710.50)	(569.22)

Notes:

- The above audited financial results as recommended by the audit committee were approved and taken on records by the Board of Directors at their meeting held on June 18, 2008.
- The Consolidated Financial Statements are prepared in accordance with Accounting Standard 21 "Consolidated Financial Statements" issued by the Institute of Chartered Accountants (ICAI) India.
- The Company has filed draft letter of offer for its proposed Right Issue of Equity Shares aggregating upto Rs 11400 millions with Securities Exchange Board of India (SEBI) on May 21, 2008 and with Bombay Stock Exchange (BSE), National Stock Exchange (NSE) and Calcutta Stock Exchange (CSE) on May 22, 2008.
- At the Extra-Ordinary General Meeting of the Company held on January 4, 2008, Equity Shareholders have approved Preferential Allotment of 12,500,000 number of fully paid Equity Shares of Re 1/- each for cash at a price of Rs 100/- per Equity Share including premium of Rs 99/- per Equity Share and 9,615,385 Equity Warrants with an option to convert the Warrants into equal number of Equity Shares of Re 1/- each for cash at Rs 130/- per Equity Share including premium of Rs 129/- per Share within a period of 18 months from the date of allotment to M/s Indivision India Partners (IIP), a Mauritius based Private Equity Fund. However, in absence of any remittance from IIP, the proposed issue stands withdrawn and cancelled.
- There were no Investor's complaint pending either at the beginning or end of the quarter. During the quarter ended March 31, 2008, 10 complaints were received and the same were disposed off.
- Tax expenses includes current wealth tax and fringe benefit tax.
- The previous year's figures have been regrouped / reclassified wherever necessary.

For and on behalf of the Board

Place: Mumbai
Date: June 18, 2008

Jawahar Lal Goel
Managing Director