



## DISH TV INDIA LIMITED

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### ENTERTAINMENT TAX RELIEF

#### DTH INDUSTRY GETS WAIVER FROM RAJASTHAN GOVERNMENT

**NOIDA, India; March 15, 2011** - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) welcomes Rajasthan Government's decision to waive off entertainment tax levied on direct to home broadcasting services in the state. The state government, vide a notification dated March 9, 2011, has exempted DTH services from the entertainment tax chargeable under the Rajasthan Entertainments and Advertisements Tax Act, 1957.

Welcoming the announcement, Mr. Jawahar Goel, Managing Director, Dish TV India Limited, said, "Television continues to be the most preferred and often the only source of information and entertainment for a significantly large portion of our population. It is ironic that despite its ability to penetrate last mile households and proliferate digital TV viewing, DTH is heavily taxed in the country. Television plays an important role in the inclusive growth of the country and DTH as an industry augments this growth. While we appreciate the Rajasthan state government's initiative, we are hopeful that other state governments will also consider similar progressive steps."

DTH currently is the only industry which is being levied both, an all inclusive service tax of 10.3% as well as varying percentage of entertainment tax across more than 17 states in the country.



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#### Caution Concerning Forward-Looking Statements:

This document includes certain forward-looking statements. These statements are based on management's current expectations or beliefs, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors. Dish TV India Limited is under no obligation to and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.

**About Dish TV India Limited:**

Dish TV is India's largest direct-to-home (DTH) company and part of the country's biggest media conglomerate - the 'Zee' Group. Dish TV has on its platform 267 channels & services including 21 audio channels with more than 10 million subscribers. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company recently acquired transponders on the Asiasat 5 platform thus increasing its bandwidth capacity by 216 MHz to reach a total of 648 MHz, by far the largest held by any DTH player in the country. The Company has a vast distribution network of about 1400 distributors & 55,000 dealers that span across 6600 towns in the country. Dish TV has a 24\* 7 call centre with over 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

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