



DISH TV INDIA LIMITED

INVESTOR COMMUNIQUE - DISH TV ACHIEVES 9 MILLION SUBSCRIBERS

DISH TV ACHIEVES 9 MILLION SUBSCRIBERS ON TRACK TO ACHIEVE 3 MILLION PLUS ACQUISITION TARGET FOR FY11

NOIDA, India; November 16, 2010 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) is now the preferred choice of more than 9 million subscribers.

Continuing its subscriber acquisition spree, Dish TV attained an unparalleled 1 million subscriber additions in less than three months. Having reached the momentous 8 million subscribers mark in the last week of August '10, the 9 million number implies an almost twofold increase over its average subscriber addition run-rate off late. Having already added 2.1 million subscribers since April '10, Dish TV seems right on course to achieve the management guided 3 million plus subscriber acquisition target for the current fiscal.

Speaking on the occasion, Mr. Jawahar Goel, Managing Director, Dish TV India Limited, said, "We are now less than a million short of the critical 10 million subscriber mark. Dish TV is close to crossing the hump and all set to reap benefits of constant innovation and product differentiation at the packaging, servicing and distribution end. The constant supremacy of Dish TV reinforces its brand pull and subscribers trust in the product. Each milestone is an encouragement to achieve the next; the 9 million mark has further boosted our determination to set new benchmarks by constantly challenging ourselves."

Mr. R.C Venkateish, CEO, Dish TV, added, "Just like 8 million, the 9 million subscribers target has also been achieved ahead of our estimates. Though all hands were on deck to make the most of the festive season, the rate of growth has positively surprised us. With more festivals round the corner and thrust coming in from a cricket heavy season in the fourth quarter, the growth momentum is firmly in favour of DTH in the pay TV market. Dish TV has been driving the digital revolution and remains focused to maintain leadership and achieve its guided acquisition target while aiming profitability in the months to come."



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 more than 250 channels & services including 21 audio channels with more than 9.0 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 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
