

DISH TV INDIA LIMITED

INVESTOR COMMUNIQUE - LAUNCH OF HD SERVICES BY DISH TV

DISH TV LAUNCHES HIGH DEFINITION (HD) SERVICE IN AN EXCLUSIVE TIE-UP WITH ZEE AND ESPN STAR SPORTS



Mr. R.C Venkateish, MD, ESPN Software India Pvt. Ltd. & Mr. Jawahar Goel, MD, Dish TV India Limited, unveiling the Dish Tru HD box at a launch event in New Delhi

Highlights

- ❖ Dish TV further strengthens its leadership position by offering state-of-the-art HD services on its DTH platform.
- ❖ Launch is seen as a first of its kind considering the presence of a distributor and broadcasters on a common platform.
- ❖ Dish TV all set to monetize the much awaited FIFA World Cup 2010 on High Definition.
- ❖ Dish TV viewers to enjoy unmatched viewing experience.

New Delhi , India; May 27, 2010 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today further strengthened its leadership position by launching the state-of-the-art High Definition (HD) service - 'Dish Tru HD' on its DTH platform. The company, a pioneer in the field of DTH services in the country, has the largest bouquet of content offering for its viewers and the launch of HD services is being seen as the right thing at the right time to further re-enforce its USP amongst competition.

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The launch is unique considering that it is the first time in the history of Indian DTH industry that a distributor (Dish TV) and broadcasters have converged to promote and launch a service on a DTH platform. Dish TV has entered into a tie-up with both Zee and ESPN Star Sports to enhance its content portfolio by offering Zee TV HD and the most popular Hindi movie channel - Zee Cinema HD along with the much awaited FIFA World Cup 2010 on its DTH - HD platform.

Other offerings which would be available on 'Dish Tru HD' other than Zee TV HD, Zee Cinema HD, and the FIFA World Cup broadcasted by ESPN on HD would be Discovery World HD and National Geographic HD. Availability of HD services is being seen as a welcome addition for all other broadcasters as well who have either launched or are envisaging the launch of the next generation technology. The service is expected to further attract the upper strata of viewers on the platform.

The 'Dish Tru HD' offers an audio-visual experience that is far richer than standard definition viewing and comes equipped with the latest MPEG4 DVBS2 technology. Although, HD ready television sets were being sold in the country since the last many years, consumers were not able to enjoy the benefit of HD technology due to lack of HD programming and distribution. Dish HD would now enable subscribers to enjoy the full benefit of HD by receiving an end-to-end HD experience from programming to distribution to the decoder at the consumer's home all in true HD format.

Speaking on the occasion, Mr. Jawahar Goel, Managing Director, Dish TV, said, "The next level of digital entertainment, is all set to be unleashed. As the pioneer and leader in the Indian DTH industry, we are committed to delight our customers by offering innovations to enrich their TV viewing experience. 'Dish Tru HD' marks a significant leap forward; enhancing our offerings, expanding our product portfolio and providing our viewers an opportunity to enjoy the highest digital quality available. Moreover, our partnership with leaders in GEC and cinema content - Zee and with the leaders in sports programming - ESPN Star Sports, further strengthens our content portfolio to deliver best in class content to our subscribers and provide them their favorite channels in a superior viewing experience."

Also present on the occasion, Mr. Punit Goenka, MD & CEO, Zee Entertainment Enterprises Limited (ZEEL) said, "The Indian consumer is today aware and exposed to the best broadcast technological advancements. As pioneers in the Media & Entertainment space, our endeavor has always been to compliment entertaining programming with the latest technology. We are delighted that the consumers of Dish TV will now get to see our flagship channels Zee TV & Zee Cinema on the HD Platform that will offer great viewing experience for the Indian television audience."

Dish Tru HD features:

- Up to 5X sharper picture clarity and theatre like stereophonic sound.
- **Variable aspect (screen) ratio:** Normal 4:3 as well as 16:9 for wide screen HD quality experience.
- **HDMI:** High Definition Multimedia Interface to transfer HD signals to the TV screen.
- **SPDIF connector:** To enhance the audio - visual HD experience through the Home Theatre

- **1080i** : An interlaced HDTV video mode that implies a horizontal resolution of 1920 pixels and a frame resolution of 1920×1080 or about 2.07 million pixels. An astounding ten times better resolution and picture quality.



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 company and part of the biggest media conglomerate - Zee Group. Dish TV has on its platform ~ around 250 channels & services including 21 audio channels with over 7 million subscribers, which are further growing. Dish TV has a vast distribution network of about 900 distributors & 48,000 dealers that spans around 6600 towns across the country. Dish TV has a 24* 7 call centre with 1600 seats, to attend calls in 11 different languages and to take care of subscriber requirement at any point of time. For more information on Dish TV please visit www.dishtv.in
