



## DISH TV INDIA LIMITED

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INVESTOR COMMUNICATION - DISH TV ADDS 500 THOUSAND SUBSCRIBERS IN A MONTH

### **DISH TV ADDS RECORD 500 THOUSAND NEW SUBSCRIBERS IN A SINGLE MONTH**

**NOIDA, India; November 30, 2010** - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today announced addition of a record 500 thousand new subscribers on its platform during the month of November '10. This comes close after the company had announced crossing the landmark 9 million subscribers mark a few days back.

Speaking on the occasion, Mr. R.C. Venkatesh, CEO, Dish TV India Limited, said, "It is extremely gratifying to constantly emerge as the top grosser in the industry in terms of new subscriber additions. Half a million subscriber additions in a single month is nothing short of a worldwide record."

"I would like to thank our customers, trade partners and the entire team of Dish TV for helping us garner this mammoth number. The tremendous response shown by our subscribers is an encouragement to constantly improve our performance while continuing to innovate and lead," he added.

Dish TV has been driving the digital revolution in India and remains focused to maintain leadership and achieve its guided acquisition target along with aiming profitability in the months to come.



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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 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](http://www.dishtv.in)

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