



DISH TV INDIA LIMITED

ASIA'S BIGGEST DTH COMPANY JUST GOT BIGGER

DISH TV ACHIEVES 10 MILLION SUBSCRIBERS

NOIDA, India; February 24, 2011 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today became the first DTH company in the country and the whole of Asia Pacific to achieve a 10 million subscriber base. Targeting a 100% growth over the subscriber additions last fiscal, Dish TV is on track to achieve its acquisition target of 3.5 million subscribers in the current fiscal. Continuing its subscriber acquisition spree, Dish TV garnered more than a 28% incremental market share in January '11 while continuing to strengthen its leadership in the highly competitive DTH market in India.

Speaking on the occasion, Mr. Jawahar Goel, Managing Director, Dish TV India Limited, said, "Ever since it started operations, Dish TV has been setting benchmarks in the industry. Our growth is testimony to the Indian consumers demand for superior digital content, world class service and an unparalleled viewing experience. Nothing is more rewarding than knowing that we have been able to stand up to the expectations of the discerning Indian television viewer. We have always looked at each milestone as a stepping stone to achieve the next, the 10 million subscriber mark is an encouragement to constantly innovate our product and services while continuing to lead the industry. On behalf of Dish TV, I would like to thank all its stakeholders for their support, encouragement and guidance through all these years."

Mr. R.C Venkateish, CEO, Dish TV, added, "Dish TV has grown multi fold as a brand over the last few years. We had reached the 5 million subscriber mark in the beginning of 2009 and within two years we have doubled our base in the country. While thanking our subscribers for putting in their trust in Dish TV I would like to reiterate our commitment to take Dish TV to the next level of growth and profitability."



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
