



DISH TV INDIA LIMITED

DISH TV EXPANDS CHANNEL CAPACITY 50 % BY ACQUIRING ADDITIONAL TRANSPONDERS REINFORCES KEY COMPETITIVE STRENGTH; BEST PLACED TO PROVIDE MAXIMUM SERVICES

NOIDA, India; December 28, 2010 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today announced signing up of a long term contract for additional transponders on Asiasat with 'Antriksh'. With this, the total transmission bandwidth stands increased from 432 MHz to 648MHz. The new transponders are closely located to the current transponders allowing channels beamed from it to be available to existing customers as well.

The increased transponder capacity will enable Dish TV to increase its standard definition channel capacity to over 320 and High Definition capacity to over 30 which will be substantially higher than any competing DTH operator in both HD as well as SD transmission. This substantial increase in capacity over competition is likely to be a game changer for Dish TV in the Indian DTH market.

Speaking on the occasion, Mr. Jawahar Goel, Managing Director, Dish TV India Limited, said, "The addition of significant channel capacity in both HD and SD is expected to considerably enhance our offering to subscribers. We will be able to offer region specific content, enhanced VAS, as well as a substantially enhanced HD bouquet, driving growth of HD services."

Mr. R.C Venkateish, CEO, Dish TV, added, "With the dramatically increased capacity we will be able to offer the widest HD services in the country enabling us to tap into the high income group of subscribers in major metros and cities. We will also be able to significantly enhance our suite of value added services apart from being able to provide localized and region specific content. We expect this to translate into significant gains in terms of ARPU as well as total revenue for the company. Apart from this the overall width of our bouquet in terms of number of channels will be 25-30% higher than any other DTH platform in India, giving us a significant competitive advantage in the marketplace."

Having added half a million subscribers in the month of November, Dish TV is on track to add over one million subscribers in the current quarter, a record for any operator in the country.



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
