

DISH TV INDIA LIMITED

Regd. Office : Essel House, B-10, Lawrence Road Industrial Area, Delhi - 110035

Corporate Office : FC - 9, Sector 16A, Film City, Noida, U.P. - 201301

Un-audited Standalone Financial Results for the Quarter and Nine Months Period Ended December 31, 2009



(Rs in Lakhs)

Particulars	Quarter Ended		Nine Months period Ended		Year Ended
	31.12.09	31.12.08	31.12.09	31.12.08	31.03.09
	(Un-Audited)	(Un-Audited)	(Un-Audited)	(Un-Audited)	(Audited)
1. i) Income from Sales and Services	27,720.88	19,273.46	78,079.86	53,047.17	73,751.68
ii) Other Operating Income	25.32	6.41	84.78	8.91	17.77
Total Income	27,746.20	19,279.87	78,164.64	53,056.08	73,769.45
2. Expenditure					
a) Cost of Goods and Services					
i) Programming and Other Costs	11,973.96	10,692.26	33,936.83	29,474.26	37,710.96
ii) Other Cost of Goods and Services	6,069.92	3,298.90	17,674.46	12,215.68	16,353.21
b) Personnel Cost	959.17	647.97	2,947.82	2,997.26	3,938.32
c) Administrative and Other Expenses	1,303.24	2,461.67	3,667.56	8,232.52	9,546.57
d) Selling and Distribution Expenses					
i) Advertisement Expenses	2,694.49	2,000.16	5,698.75	6,602.63	8,978.28
ii) Commission	2,797.52	3,054.25	6,966.13	9,316.30	11,263.23
iii) Other Selling and Distribution Expenses	787.64	1,011.33	2,353.16	3,504.92	4,850.25
e) Depreciation / Amortisation	7,787.06	5,696.16	21,982.23	15,099.47	21,540.75
Total Expenditure	34,373.00	28,862.70	95,226.94	87,443.04	114,181.57
3. Profit / (Loss) from Operations before Other Income and Interest (1-2)	(6,626.80)	(9,582.83)	(17,062.30)	(34,386.96)	(40,412.12)
4. Other Income	110.26	8.95	690.70	27.79	127.21
5. Profit / (Loss) before Interest (3+4)	(6,516.54)	(9,573.88)	(16,371.60)	(34,359.17)	(40,284.91)
6. Interest (Net)	1,105.36	2,212.88	3,786.54	5,346.35	7,270.10
7. Profit / (Loss) before Tax (5-6)	(7,621.90)	(11,786.76)	(20,158.14)	(39,705.52)	(47,555.01)
8. Tax Expense	(0.11)	19.15	(2.29)	55.40	72.72
9. Net Profit / (Loss) for the period (7-8)	(7,621.79)	(11,805.91)	(20,155.85)	(39,760.92)	(47,627.73)
Paid-up Equity Share Capital	9336.00*	4282.23#	9336.00*	4282.23#	6872.98\$
Reserves (Excluding Revaluation Reserves, if any)	-	-	-	-	(69,280.13)
Basic and Diluted Earning Per Share of Re 1 each (Not Annualised) (In Rs)	(0.89)	(2.76)	(2.61)	(9.29)	(10.02)
Public Shareholding					
Number of Equity Shares of					
- Re. 1 each paid up	360,415,370	180,117,031	360,415,370	180,117,031	180,117,031
- Re. 0.75 each paid up	12,652,283	-	12,652,283	-	-
- Re. 0.50 each paid up	1,128,843	-	1,128,843	-	7,771,189
Percentage of Shareholding					
- Calculated on total number of issued shares	35.19	42.06	35.19	42.06	19.85
- Calculated on the paid-up capital	39.68	42.06	39.68	42.06	26.77
Promoters and Promoter Group Shareholding (Calculated on total number of issued shares)					
a) Pledged / Encumbered					
i) Number of Shares	10,517,125	-	10,517,125	-	30,640,861
ii) Percentage of Shares (% of the total shareholding of promoters and promoter group)	1.53	-	1.53	-	4.04
iii) Percentage of Shares (% of the total share capital of the company)	0.99	-	0.99	-	3.24
b) Non-encumbered					
i) Number of Shares	678,705,854	-	678,705,854	-	727,843,314
ii) Percentage of Shares (% of the total shareholding of promoters and promoter group)	98.47	-	98.47	-	95.96
iii) Percentage of Shares (% of the total share capital of the company)	63.82	-	63.82	-	76.91

* Comprises of 545,269,883 equity shares of Re. 1 each fully paid up, 517,020,749 equity shares of Re. 1 each, Re. 0.75 paid up, and 1,128,843 equity shares of Re. 1 each, Re. 0.50 paid up.

Comprises of 428,222,803 equity shares of Re. 1 each fully paid up.

\$ Comprises of 428,222,803 equity shares of Re. 1 each fully paid up and 518,149,592 equity shares of Re. 1 each, paid up Re. 0.50 per share.

Notes:

- During the quarter under review, the Company has issued & allotted 117,035,000 fully paid equity shares on November 30, 2009, underlying 117,035 GDRs. The fully paid shares have been listed and admitted for trading on National Stock Exchange of India Limited and Bombay Stock Exchange Limited. The said GDRs have been listed on Luxemburg Stock Exchange.
- During the quarter, the Company has issued and allotted 12,080 fully paid equity shares under the Employee Stock Option scheme on December 10, 2009.
- On the application of the Company, the Company's shares have been delisted with effect from November 14, 2009 from Calcutta Stock Exchange Limited.
- The Company has adopted amended provisions of Accounting Standard-11 as per the Companies (Accounting Standards) Amendment Rules, 2009 relating to "The Effects of Changes in Foreign Exchange Rates" in the year ended March 31, 2009. Therefore, the results for the quarter and nine months period ended December 31, 2009 are not comparable with the results of corresponding previous year.
- There is no reportable segment in term of Accounting Standard-17, hence segment disclosures are not required.
- There were no Investor's complaint pending either at the beginning or end of the quarter. During the quarter ended December 31, 2009, 13 complaints were received and the same were disposed off.
- Interest Expenses for the quarter and nine months period ended December 31, 2009 is Rs. 1,105.36 lakhs and Rs. 3,786.54 lakhs which is net of interest income of Rs. 1,497.93 lakhs and Rs. 4,742.97 lakhs respectively.
- The Statutory Auditors of the Company have carried out a "Limited Review" of the results for the quarter and nine months period ended December 31, 2009.
- The above un-audited financial results reviewed by the Audit Committee were approved by the Board of Directors at their meeting held on January 22, 2010.
- The previous period/ year's figures have been regrouped / reclassified wherever necessary.

For and on behalf of the Board

Place: Noida
Date: January 22, 2010

Jawahar Lal Goel
Managing Director

Information on Subscriber Base and ARPU	Number in Lakhs	
	As on 31-12-09	As on 30-09-09
Gross Subscriber Base	64.63	59.19
Net Subscriber Base	53.66	49.75
	For the Quarter Ended	
	31-12-09	30-09-09
Subscribers Added	5.44	4.07
ARPU (Subscription Revenue) (Rs)	135	139
ARPU (Gross Revenue) (Rs)	173	179