



# DISH TV INDIA LIMITED

(Formerly Known as ASC Enterprises Limited)

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

Corporate Office : FC - 19, Sector 16A, Film City, Noida, U.P. - 201301

Phone : 0120-2599391, Fax: 0120-2488777

Un-audited Financial Results For The Quarter / Half Year Ended September 30, 2007

(Rs In Million)

Particulars	Quarter Ended 30.09.2007 (Un-audited)	Half Year Ended 30.09.2007 (Un-audited)	Year Ended 31.03.2007 (Audited)
1. Income from Sales and Services	755.01	1647.87	1909.15
2. Other Income	20.15	20.66	33.98
<b>3. Total Income (1+2)</b>	<b>775.16</b>	<b>1668.53</b>	<b>1943.13</b>
<b>4. Expenditure</b>			
a) Cost of Goods Sold	13.37	37.38	5.41
b) Operating Cost			
i) Content Costs	403.61	921.85	1556.28
ii) Other Operating Costs	248.97	499.96	686.30
c) Staff Cost	71.98	141.73	148.72
d) Administrative and Other Expenses	85.85	137.00	372.96
e) Selling and Distribution Expenses			
i) Advertisement Expenses	198.49	460.22	535.33
ii) Other Selling and Distribution Expenses	205.06	412.12	493.57
f) Depreciation / Amortisation	356.54	684.91	575.28
<b>Total</b>	<b>1583.87</b>	<b>3295.17</b>	<b>4373.85</b>
5. Interest (Net)	109.75	188.66	85.59
<b>6. Loss before Tax (4+5) - (3)</b>	<b>918.46</b>	<b>1815.30</b>	<b>2516.31</b>
7. Tax Expense	0.93	1.73	2.51
<b>8. Net Loss for the period (6 + 7)</b>	<b>919.39</b>	<b>1817.03</b>	<b>2518.82</b>
Paid-up Equity Share Capital (Equity Share of Re. 1 each fully paid)	428.22	428.22	428.22
Reserves (Excluding Revaluation Reserves, if any)	-	-	(822.96)
Basic & Diluted Earning Per Share of Re 1/- each (Not Annualised) (In Rs)	(2.15)	(4.24)	(5.88)
<b>Public Shareholding</b>			
No. of Equity Shares	180,117,031	180,117,031	Nil
Percentage of Shareholding	42.06%	42.06%	Nil

## SEGMENT WISE REVENUE, RESULTS AND CAPITAL EMPLOYED

(Rs In Million)

Particulars	Quarter Ended 30.09.2007 (Un-audited)	Half Year Ended 30.09.2007 (Un-audited)	Year Ended 31.03.2007 (Audited)
<b>Segment Revenue</b>			
(a) DTH	715.38	1556.39	1797.35
(b) Trading	12.29	37.62	6.92
(c) Teleport Services	27.34	53.86	104.88
<b>Total Revenue</b>	<b>755.01</b>	<b>1647.87</b>	<b>1909.15</b>
<b>Segment Results (Profit/(Loss) before tax &amp; interest from each segment)</b>			
(a) DTH	(800.21)	(1612.21)	(2421.45)
(b) Trading	(1.08)	0.24	1.51
(c) Teleport Services	(7.42)	(14.67)	(10.78)
<b>Total</b>	<b>(808.71)</b>	<b>(1626.64)</b>	<b>(2430.72)</b>
Less: Interest Cost (Net)	109.75	188.66	85.59
Other un-allocable expenditure net of un-allocable income	-	-	-
<b>Total Profit/(Loss) before Tax</b>	<b>(918.46)</b>	<b>(1815.30)</b>	<b>(2516.31)</b>
<b>Capital Employed (Segment Assets - Segment Liabilities)</b>			
(a) DTH	(4757.78)	(4757.78)	(2816.06)
(b) Trading	32.23	32.23	11.37
(c) Teleport Services	299.52	299.52	268.11
(d) Un-allocated	2214.26	2214.26	2141.85
<b>Total</b>	<b>(2211.77)</b>	<b>(2211.77)</b>	<b>(394.73)</b>

Notes:

- The Statutory Auditors of the Company have carried out a "Limited Review" of the results for the quarter / half year ended 30th September 2007
- The above financial results were approved by Audit Committee and taken on record by the Board of Directors at their meeting held on October 22, 2007.
- The Company's Shares got listed on Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) on 18.04.2007 and on Calcutta Stock Exchange (CSE) on 06.06.2007, hence corresponding financials for the quarter/half year ended 30.09.2006 are not provided.
- During the quarter ended September 30, 2007 the Company has granted 3073050 Stock Option to its eligible employees pursuant to the ESOP Scheme-2007 approved by the Member at Annual General Meeting held on August 3, 2007.
- There were no Investor's complaint pending either at the beginning or end of the quarter. During the quarter ended September 30, 2007, 13 complaints were received and the same were disposed off.
- The previous year's figures have been regrouped / reclassified wherever necessary.

For and on behalf of the Board

Place: Noida  
Date: October 22, 2007

Jawahar Lal Goel  
Managing Director