

# DISH TV INDIA 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

**Un-audited Standalone Financial Results for the Quarter and Year Ended March 31, 2010**

(Rs in Lakhs)

Particulars	Quarter Ended		Year Ended	
	31.03.10	31.03.09	31.03.10	31.03.09
	(Un-Audited)	(Audited)	(Un-Audited)	(Audited)
1. i) Income from Sales and Services	30,202.64	20,704.51	108,282.50	73,751.68
ii) Other Operating Income	112.16	8.86	196.94	17.77
<b>Total Income</b>	<b>30,314.80</b>	<b>20,713.37</b>	<b>108,479.44</b>	<b>73,769.45</b>
2. Expenditure				
a) Cost of Goods and Services				
i) Programming and Other Costs	11,876.62	8,236.70	45,813.45	37,710.96
ii) Other Cost of Goods and Services	6,813.93	4,137.53	24,488.39	16,353.21
b) Personnel Cost	1,101.50	941.06	4,049.31	3,938.32
c) Administrative and Other Expenses	1,868.47	1,314.05	5,324.94	9,546.57
d) Selling and Distribution Expenses				
i) Advertisement Expenses	1,821.97	2,375.66	7,520.72	8,978.28
ii) Commission	2,465.82	1,946.93	9,431.95	11,263.23
iii) Other Selling and Distribution Expenses	876.86	1,345.33	3,230.02	4,850.25
e) Depreciation / Amortisation	8,457.34	6,441.28	30,439.57	21,540.75
<b>Total Expenditure</b>	<b>35,282.51</b>	<b>26,738.54</b>	<b>130,298.35</b>	<b>114,181.57</b>
3. Profit / (Loss) from Operations before Other Income and Interest (1-2)	<b>(4,967.71)</b>	<b>(6,025.17)</b>	<b>(21,818.91)</b>	<b>(40,412.12)</b>
4. Other Income	52.67	99.42	532.28	127.21
5. Profit / (Loss) before Interest (3+4)	<b>(4,915.04)</b>	<b>(5,925.75)</b>	<b>(21,286.63)</b>	<b>(40,284.91)</b>
6. Interest (Net)	1,061.78	1,923.75	4,848.32	7,270.10
7. Profit / (Loss) before Tax (5-6)	<b>(5,976.82)</b>	<b>(7,849.50)</b>	<b>(26,134.95)</b>	<b>(47,555.01)</b>
8. Tax Expense	0.48	17.31	(1.81)	72.72
9. Net Profit / (Loss) for the period (7-8)	<b>(5,977.30)</b>	<b>(7,866.81)</b>	<b>(26,133.14)</b>	<b>(47,627.73)</b>
Paid-up Equity Share Capital	10,620.70	6872.98 \$	10,620.70	6872.98 \$
Reserves (Excluding Revaluation Reserves, if any)	29,486.90	(69,280.13)	29,486.90	(69,280.13)
Basic and Diluted Earning Per Share of Re 1 each (Not Annualised) (In Rs)	(0.62)	(1.19)	(3.18)	(10.02)
Public Shareholding				
Number of Equity Shares of				
- Re. 1 each paid up	374,196,496	180,117,031	374,196,496	180,117,031
- Re. 0.50 each paid up	-	7,771,189	-	7,771,189
Percentage of Shareholding				
- Calculated on total number of issued shares	35.19	19.85	35.19	19.85
- Calculated on the paid-up capital	35.19	26.77	35.19	26.77
Promoters and Promoter Group Shareholding (Calculated on total number of issued shares)				
a) Pledged / Encumbered				
i) Number of Shares	80,172,748	30,640,861	80,172,748	30,640,861
ii) Percentage of Shares (% of the total shareholding of promoters and promoter group)	11.63	4.04	11.63	4.04
iii) Percentage of Shares (% of the total share capital of the company)	7.54	3.24	7.54	3.24
b) Non-encumbered				
i) Number of Shares	609,050,231	727,843,314	609,050,231	727,843,314
ii) Percentage of Shares (% of the total shareholding of promoters and promoter group)	88.37	95.96	88.37	95.96
iii) Percentage of Shares (% of the total share capital of the company)	57.27	76.91	57.27	76.91

\$ 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:**

1. During the quarter under review, the Company had made the second and final call of Rs. 8 per share (including premium of Rs. 7.75 per share), payable by March 1, 2010, on the partly paid up shares issued on Rights basis on January 19, 2009. Upto March 31, 2010 the company has received the second call money on 513,737,064 partly paid up shares, which have been duly converted into fully paid up shares.
2. 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 ended March 31, 2010 are not comparable with the results of corresponding previous period.
3. There is no reportable segment in term of Accounting Standard-17, hence segment disclosures are not required.
4. There were no Investor's complaint pending either at the beginning or end of the quarter. During the quarter ended March 31, 2010, 5 complaints were received and the same were disposed off.
5. Interest Expenses for the quarter and year ended March 31, 2010 are Rs. 1,061.78 lakhs and Rs. 4,848.32 lakhs which is net of interest income of Rs. 1,580.61 lakhs and Rs. 6,323.58 lakhs respectively.
6. The Audit Committee in its meeting held today, approved the utilization of funds raised by the company through Rights Issue, including the deviations on the same amounting to Rs.264.01 crores (Rs. 227.21 crores till 31.12.2009) . The report of the monitoring agency viz. IDBI Bank Ltd, till 31.12.2009 on the utilization including the deviation was also taken on record. The Board at its meeting held earlier i.e on May 28, 2009 had approved the revised schedule of utilization of rights issue proceeds and the current deviation is within the said schedule.
7. The Statutory Auditors of the Company have carried out a "Limited Review" of the results for the quarter and year ended March 31, 2010.
8. The above un-audited financial results reviewed by the Audit Committee were approved by the Board of Directors at their meeting held on May 8, 2010.
9. The previous period/ year's figures have been regrouped / reclassified wherever necessary .

**For and on behalf of the Board**

Place: Noida  
Date: May 8, 2010

**Jawahar Lal Goel**  
Managing Director

Information on Subscriber Base and ARPU	Number in Lakhs	
	As on 31-03-10	As on 31-12-09
Gross Subscriber Base	69.00	64.63
Net Subscriber Base	56.55	53.66
	For the Quarter Ended	
	31-03-10	31-12-09
Subscribers Added	4.37	5.44
ARPU (Subscription Revenue) (Rs)	138	135
ARPU (Gross Revenue) (Rs)	179	173