



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 Standalone Financial Results For The Quarter / Nine Months Period Ended December 31, 2007

(Rs In Million)

Particulars	Quarter Ended 31.12.2007 (Un-audited)	Nine Months Ended 31.12.2007 (Un-audited)	Nine Months Ended 31.12.2006 (Audited)	Year Ended 31.03.2007 (Audited)
1. Income from Sales and Services	1120.65	2768.52	1250.39	1909.15
2. Other Income	4.39	25.05	26.39	33.98
3. Total Income (1+2)	1125.04	2793.57	1276.78	1943.13
4. Expenditure				
a) Cost of Goods and Services	1057.83	2517.02	1551.91	2247.99
b) Personnel Cost	73.67	215.40	97.15	148.72
c) Administrative and Other Expenses	71.38	208.39	239.03	372.96
d) Selling and Distribution Expenses				
i) Advertisement Expenses	306.20	766.41	347.21	535.33
ii) Other Selling and Distribution Expenses	253.18	665.29	249.56	493.57
e) Depreciation / Amortisation	389.45	1074.37	283.77	575.28
Total	2151.71	5446.88	2768.63	4373.85
5. Interest (Net)	135.36	324.01	23.58	85.59
6. Loss before Tax (4+5) - (3)	1162.03	2977.32	1515.43	2516.31
7. Tax Expense	2.34	4.08	1.60	2.51
8. Net Loss for the period (6 + 7)	1164.37	2981.40	1517.03	2518.82
Paid-up Equity Share Capital (Equity Share of Re. 1 each fully paid)	428.22	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)	(2.72)	(6.96)	(3.54)	(5.88)
Public Shareholding				
No. of Equity Shares	180,117,031	180,117,031	Nil	Nil
Percentage of Shareholding	42.06%	42.06%	Nil	Nil

SEGMENT WISE REVENUE, RESULTS AND CAPITAL EMPLOYED

(Rs In Million)

Particulars	Quarter Ended 31.12.2007 (Un-audited)	Nine Months Ended 31.12.2007 (Un-audited)	Nine Months Ended 31.12.2006 (Audited)	Year Ended 31.03.2007 (Audited)
Segment Revenue				
(a) DTH	1044.63	2601.02	1163.52	1797.35
(b) Trading	48.67	86.29	4.89	6.92
(c) Teleport Services	27.35	81.21	81.98	104.88
Total Revenue	1120.65	2768.52	1250.39	1909.15
Segment Results (Profit/(Loss) before tax & interest from each segment)				
(a) DTH	(985.06)	(2597.27)	(1488.04)	(2421.45)
(b) Trading	(32.51)	(32.27)	0.99	1.51
(c) Teleport Services	(9.10)	(23.77)	(4.80)	(10.78)
Total	(1026.67)	(2653.31)	(1491.85)	(2430.72)
Less: Interest Cost (Net)	135.36	324.01	23.58	85.59
Other un-allocable expenditure net of un-allocable income	-	-	-	-
Total Profit/(Loss) before Tax	(1162.03)	(2977.32)	(1515.43)	(2516.31)
Capital Employed (Segment Assets - Segment Liabilities)				
(a) DTH	(6281.75)	(6281.75)	(2049.85)	(2816.06)
(b) Trading	57.86	57.86	35.87	11.37
(c) Teleport Services	329.24	329.24	277.34	268.11
(d) Un-allocated	2518.53	2518.53	2343.68	2141.85
Total	(3376.12)	(3376.12)	607.04	(394.73)

Notes:

- The Statutory Auditors of the Company have carried out a "Limited Review" of the results for the quarter / nine months period ended 31st December 2007.
- The above financial results were reviewed & recommended by the Audit Committee and thereafter approved by the Board of Directors at their respective meeting held on January 25, 2008.
- 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 ended 31.12.2006 are not provided.
- At the Extra-Ordinary General Meeting of the Company held on January 4, 2008, Equity Shareholders have approved Preferential Allotment of 12,500,000 number of fully paid Equity Shares of Re 1/- each for cash at a price of Rs 100/- per Equity Share including premium of Rs 99/- per Equity Share and 9,615,385 Equity Warrants with an option to convert the Warrants into equal number of Equity Shares of Re 1/- each for cash at Rs 130/- per Equity Share including premium of Rs 129/- per Share within a period of 18 months from the date of allotment to M/s Indivision India Partners, a Mauritius based Private Equity Fund.
- There were no Investor's complaint pending either at the beginning or end of the quarter. During the quarter ended December 31, 2007, 8 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: January 25, 2008

Jawahar Lal Goel
Managing Director