

# 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 Six Months Period Ended September 30, 2009**

(Rs in Lakhs)

Particulars	Quarter Ended		Half Year period Ended		Year Ended
	30.09.09	30.09.08	30.09.09	30.09.08	31.03.09
	(Un-Audited)	(Un-Audited)	(Un-Audited)	(Un-Audited)	(Audited)
1. i) Income from Sales and Services	25,729.67	17,327.80	50,358.98	33,773.70	73,751.68
ii) Other Operating Income	19.83	1.47	59.45	2.50	17.77
<b>Total Income</b>	<b>25,749.50</b>	<b>17,329.27</b>	<b>50,418.43</b>	<b>33,776.20</b>	<b>73,769.45</b>
2. Expenditure					
a) Cost of Goods and Services					
i) Programming and Other Costs	11,283.41	9,797.87	21,962.88	18,782.00	37,710.96
ii) Other Cost of Goods and Services	5,860.69	4,238.72	11,604.53	8,916.78	16,353.21
b) Personnel Cost	981.55	1,271.12	1,988.64	2,360.52	3,938.32
c) Administrative and Other Expenses	1,232.88	3,884.38	2,364.32	5,761.18	9,546.57
d) Selling and Distribution Expenses					
i) Advertisement Expenses	1,527.41	1,985.72	3,004.26	4,600.23	8,978.28
ii) Commission	2,292.06	3,520.69	4,168.61	6,262.05	11,263.23
iii) Other Selling and Distribution Expenses	263.06	1,370.10	1,565.52	2,494.27	4,850.25
e) Depreciation / Amortisation	7,303.08	4,946.50	14,195.17	9,403.31	21,540.75
<b>Total Expenditure</b>	<b>30,744.14</b>	<b>31,015.10</b>	<b>60,853.93</b>	<b>58,580.34</b>	<b>114,181.57</b>
3. Profit / (Loss) from Operations before Other Income and Interest (1-2)	<b>(4,994.64)</b>	<b>(13,685.83)</b>	<b>(10,435.50)</b>	<b>(24,804.14)</b>	<b>(40,412.12)</b>
4. Other Income	39.84	2.67	580.44	18.85	127.21
5. Profit / (Loss) before Interest (3+4)	<b>(4,954.80)</b>	<b>(13,683.16)</b>	<b>(9,855.06)</b>	<b>(24,785.28)</b>	<b>(40,284.91)</b>
6. Interest (Net)	660.92	1,707.64	2,681.18	3,133.47	7,270.10
7. Profit / (Loss) before Tax (5-6)	<b>(5,615.72)</b>	<b>(15,390.80)</b>	<b>(12,536.24)</b>	<b>(27,918.76)</b>	<b>(47,555.01)</b>
8. Tax Expense	(2.33)	20.25	(2.18)	36.25	72.72
9. Net Profit / (Loss) for the period (7-8)	<b>(5,613.39)</b>	<b>(15,411.05)</b>	<b>(12,534.06)</b>	<b>(27,955.01)</b>	<b>(47,627.73)</b>
Paid-up Equity Share Capital	8159.69*	4282.23**	8159.69*	4282.23**	6872.98#
Reserves (Excluding Revaluation Reserves, if any)	67,811.30	-	67,811.30	-	27,923.21
Basic and Diluted Earning Per Share of Re 1 each (Not Annualised) (In Rs)	(0.71)	(3.60)	(1.72)	(6.53)	(10.02)
Public Shareholding					
Number of Equity Shares of					
- Re. 1 each paid up	243,368,290	180,117,031	243,368,290	180,117,031	180,117,031
- Re. 0.50 each paid up	3,464,575	-	3,464,575	-	7,771,189
- Re. 0.75 each paid up	10,316,551	-	10,316,551	-	-
Percentage of Shareholding					
- Calculated on total number of issued shares	27.17	42.06	27.17	42.06	19.85
- Calculated on the paid-up capital	30.99	42.06	30.99	42.06	26.77
Promoters and Promoter Group Shareholding (Calculated on total number of issued shares)					
a) Pledged / Encumbered					
i) Number of Shares	1,892,125	-	1,892,125	-	30,640,861
ii) Percentage of Shares (% of the total shareholding of promoters and promoter group)	0.27	-	0.27	-	4.04
iii) Percentage of Shares (% of the total share capital of the company)	0.20	-	0.20	-	3.24
b) Non-encumbered					
i) Number of Shares	687,330,854	-	687,330,854	-	727,843,314
ii) Percentage of Shares (% of the total shareholding of promoters and promoter group)	99.73	-	99.73	-	95.96
iii) Percentage of Shares (% of the total share capital of the company)	72.63	-	72.63	-	76.91

\* Comprises of 428,222,803 equity shares of Re. 1 each fully paid up, 3,464,575 equity shares of Re. 1 each, Re. 0.50 paid up and 514,685,017 equity shares of Re. 1 each, Re. 0.75 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:**

1. The Company had made the first call money of Rs. 8 per share (including premium of Rs. 7.75 per share), payable by July 31, 2009, on 518,149,592 partly paid up equity shares issued and allotted on January 19, 2009 on rights basis. Till September 30, 2009 the company has received the first call money on 514,685,017 partly paid up equity shares. The Company has sent the communication to the defaulted shareholders for payment of the outstanding call money alongwith the interest.
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 and six months period ended September 30, 2009 are not comparable with the results of corresponding previous year.
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 September 30, 2009, 11 complaints were received and the same were disposed off.
5. Interest Expenses for the quarter and six months period ended September 30, 2009 is Rs. 660.92 lakhs and Rs. 2,681.18 lakhs which is net of interest income of Rs. 1,897.75 lakhs and Rs. 3,245.04 lakhs respectively.
6. The Statutory Auditors of the Company have carried out a "Limited Review" of the results for the quarter and six months period ended September 30, 2009.
7. The above un-audited financial results reviewed by the Audit Committee were approved by the Board of Directors at their meeting held on October 27, 2009.
8. The previous period/ year's figures have been regrouped / reclassified wherever necessary .

**For and on behalf of the Board**

Place: Noida  
Date: October 27, 2009

Jawahar Lal Goel  
Managing Director

Information on Subscriber Base and ARPU	Number in Lakhs	
	As on 30-09-09	As on 30-06-09
Gross Subscriber Base	59.19	55.12
Net Subscriber Base	49.75	46.42
	For the Quarter Ended	
	30-09-09	30-06-09
Subscribers Added	4.07	4.40
ARPU (Subscription Revenue) (Rs)	139	142
ARPU (Gross Revenue) (Rs)	179	189