



## **DISH TV CROSSES 8 MILLION SUBSCRIBERS UPS ITS ACQUISITION TARGET FOR FY 2011**

**NOIDA, India; August 27, 2010** – Dish TV - India's largest direct-to-home company has crossed the momentous 8 million subscriber mark.

Adding 1 million new subscribers in less than six months of the current fiscal, 57% more than what it added during the same period last fiscal, Dish TV, India's leading DTH service provider has ever since it started its operations in 2004- 2005 maintained its leadership position in the fiercely competitive Indian DTH industry. This year the overall industry is also expected to do significantly better in terms of subscriber acquisition as compared to the previous fiscal, with Dish TV maintaining its lead.

With more than 2 million subscribers being added every quarter, the Indian DTH industry is poised to overtake the current leader (U.S.) which currently adds around 1.5 million subscribers each year. BSkyB, UK's leading; News Corp owned DTH service provider is now just around 1 million more than Dish TV subscribers.

Upbeat about the prospects for the year ahead, the management has re-worked on its subscriber acquisition target for the current fiscal and is hopeful of adding at least 3 million subscribers during the whole of FY 2011. The target stands revised from the earlier estimate of 2.5 million subscriber additions.

Speaking on the occasion, Mr. Jawahar Goel, Managing Director, Dish TV India Limited, said, "It is extremely gratifying to constantly emerge amongst the top grosser in the industry in terms of subscriber acquisitions. We view this as overwhelming customer response to Dish TV and its offerings. The 8 million mark stands testimony to the efforts that we have put in making our services and infrastructure the best in class. It also establishes the sanctity of our overall business model and our effort towards creating shareholder value."

Mr. R.C Venkatesh, CEO, Dish TV, added, "We are pleased that we achieved our target of 8 million subscribers ahead of time. Thanks to our customers, trade partners and the entire team of Dish TV, the 8 million mark has helped us re-look at our targets with a new sense of optimism and zeal. It would be our constant endeavor to stand up to the expectations of all our stakeholders and keep coming up with positive surprises. We now look ahead to exit the current fiscal with a 3 million strong subscriber addition."

## **About Dish TV India**

Dish TV is India's largest direct-to-home company and part of the biggest media conglomerate – Zee Group. Dish TV has on its platform ~ 250 channels & services including 21 audio channels with over 7.5 million subscribers, which is growing. Dish TV has a vast distribution network of about 1400 distributors & 55,000 dealers that spans around 6600 towns across the country. Dish TV has 24\* 7 call centre with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dish TV, visit [www.dishtv.in](http://www.dishtv.in)

## **Press Contacts**

Ritu Jain

Head – Corporate Communications, Dish TV

+91 9811316770

[Ritu\\_jain@dishtv.in](mailto:Ritu_jain@dishtv.in)