



DEN Networks Ltd. Announces Q1 FY2012-13 Results

Consolidated PAT Up 157% Q-o-Q, 562% Y-o-Y;
Consolidated EBITDA Jumps 13% Q-o-Q, 72% Y-o-Y

Financial Highlights for Q1 FY2012-13

- Consolidated PAT at Rs 12.22 crores for Apr-Jun, up 157% Q-on-Q; up 562% Y-o-Y
- Consolidated EBITDA at Rs 47.43 crores jumps 13% Q-o-Q ; up 72% Y-o-Y
- Cable Business Revenues stood at Rs 190.11 crores in Q1 FY'13, up 21% Y-o-Y
- Consolidated Net Revenue stood at Rs 200.53 crores. Figure not comparable to past periods on account of reporting policy changes at MediaPro

Industry & Company Updates

- In order to grant more time to the stakeholders to carry out the digital transition in a seamless manner, the Ministry of Information and Broadcasting (MIB) extended the deadline for Phase 1 of digitisation from the June 30, 2012 to October 31, 2012.
- The Company is aggressively pursuing on ground marketing and sales activities to further increase the pace of digitisation
- DEN has launched its HD service offering a slew of real HD channels with Dolby Digital (Surround Sound).

Mr S.N. Sharma, CEO, DEN Networks Ltd., said, *“The quarter gone by has been very satisfactory for DEN and we have made rapid progress in digitisation. We expect the business to continue to exhibit strong growth momentum in the coming quarters and we are looking forward to the Oct 31 deadline for Phase 1 of digitisation.”*

Accounting Policy Change at Media Pro – Revenue Reporting Changed from Gross to Net

Media Pro Enterprise India Private Limited (MediaPro) is a joint venture company of Star DEN Media Services Private Limited (Star DEN). Star DEN is a 50-50 J-V between DEN and Star in which DEN holds a 50% stake.

With effect from April 1 2012, MediaPro has started reporting its revenues on a net basis. (Net Revenues = Gross Revenues less Cost of Distribution Rights paid to Broadcasters) in its standalone financial results. The same used to be reported on a gross basis in the previous quarters & financial years. However, this does not have any impact on the net consolidated results and profitability of the Company.

DEN's proportionate share/ interest in Media Pro is consolidated line by line in its unaudited consolidated financial results. Due to this accounting policy change, revenues and related expense items of MediaPro being consolidated into DEN's results was less by Rs. 120.45 crores in the current quarter (Q1 FY'13). As a result, income from operations in this quarter is not comparable with past periods.



DEN Networks Limited – Media Release
9th August, 2012

About DEN Networks Limited:

DEN Networks Limited is India's leading cable TV distribution company reaching an estimated 11 million households across India in states like Delhi, Uttar Pradesh, Karnataka, Maharashtra (including Mumbai), Gujarat, Rajasthan, Haryana, Kerala, West Bengal, Jharkhand and Bihar.

DEN's digital cable service offers up to 180 digital channels and services broadcasted in DVD quality picture and sound and a range of cutting edge value added services and applications. DEN's digital cable platform offers subscribers an easy to use and feature rich interactive Electronic Programming Guide (EPG) and a suite of interactive value added services (VAS) applications. DEN also offers HD services under the DEN HD brand.

DEN has a 50-50 joint venture with News Corp's Star TV Group called Star DEN for the distribution of television channels in India. In 2011, Star DEN formed a 50-50 J-V with Zee Turner combining the distribution assets of the Star, Zee and Turner groups in India into a single entity called MediaPro. DEN is an effective 25% shareholder in MediaPro through its stake in Star DEN.