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## DEN Networks launches Blogging Application for its Digital Television Platform

**New Delhi, September 21, 2009:** Blogging on live television is going to be a reality now. DEN Networks Limited (DEN), one of the leading cable television companies in India today announced the launch of blog.telly, social networking application on Digitelly, digital TV platform of DEN.

The application will enable consumers to interact with one another on relevant discussion topics and also express on the content shown on TV. Subscribers can blog and comment on TV through SMS or on the Digitelly website. All comments will be broadcasted on TV.

Blog.telly offers various discussion forums revolving around current affairs, socio-economic issues, movies, sports and TV gossip. The initial categories segmented are News View, Movie Masala, GupShup and Sports Mania. Best comments from bloggers would also be selected under the category "Blogs of the Day".

Speaking on the occasion, **Mr. Vikas Bali, President**, Digital Initiatives & Corporate Strategy said "We live in times of networked economy, wherein communication barriers are rapidly coming down. In order to empower our subscribers to express their individuality we are providing a micro blogging TV platform."

**Neeta Thakre, VP**, Content Innovation added, "Blog.telly will help us further solidify our relationships with content partners and provide them with qualitative consumer feedback on their shows."

### **About DEN Networks Limited**

DEN Networks Limited (DEN) is a leading cable distribution entity with a pan-Indian footprint. DEN is promoted by Sameer Manchanda, an industry veteran with over 20-years of experience in media & channel distribution. Raghav Bahl Promoter, Network18 Group, is a Director of the Company. DEN is led by CEO, Anuj Gandhi; Presidents - S. N. Sharma, Vikas Bali and M.G. Azhar - who have

been associated with the media industry for more than 16 years. In a short span of time, DEN's subscriber base has expanded from zero at incorporation to approximately 10 million subscribers.

"DEN Networks Limited is proposing, subject to market conditions and other considerations, a public issue of its equity shares and has filed a Draft Red Herring Prospectus with the Securities and Exchange Board of India ("SEBI"). The Draft Red Herring Prospectus is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) and the respective websites of the Global Co-ordinator and Book Running Lead Manager ("GCBRLM") and Co-Book Running Lead Manager ("CBRLM") at [www.db.com/India](http://www.db.com/India) and [www.antiquelimited.com](http://www.antiquelimited.com). Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the section titled "**Risk Factors**" of the Draft Red Herring Prospectus."

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