



Den Networks brings World class Digital Cable TV to Kerala

Taking consumer viewing experience to next level

Cochin, 28th July 2010: Den Networks Limited, leading cable television network company with a pan India footprint today announced the availability of its digital cable services, Digitelly, in Kerala. The service will be initially offered in 8 districts comprising Cochin, Thrissur, Mallapuram, Palakkad, Kannur, Kottayam, Allepey and Trivandrum.

DEN's cable television services reach approximately 11 million homes. This organic growth and acquisitions has enabled DEN to distribute cable television services in approximately 83 cities in India. DEN aims to further consolidate its position and expand cable distribution services to other major Indian cities. **DEN was recently awarded "The Best Indian Cable TV MSO" at Indian Telly Awards.**

DEN Networks plans to expand its digital network through its robust distribution channels to rest of the districts across Kerala in the coming months. The company is well known in the industry for its reputation of being the most operator friendly service provider in the country and works closely with the local distributors and cable operators.

DEN with able support of its affiliates, will deliver to its consumers a high quality digital viewing experience with crystal clear picture and digital sound experience. The consumers will also be benefited from a focused value proposition offered by 140+ channels of regional and local array which no other Service provider offers.

Digitelly brings a suite of innovative and engaging interactive services like games, blog.telly (a unique and latest micro blogging services provided only on DEN Digital platform) and will soon launch an interactive 24X7 music service with 10 Genres. Through these unique initiatives, DEN Networks will set new benchmarks in the digital television viewing space.

Speaking on the occasion, Mr. S.N.Sharma, President, DEN Networks Limited, said," Through our cable television services, we aim to be the preferred choice of consumers by redefining consumer's TV entertainment needs, by working with global leaders on both content and technology and thus offering an enriching experience to consumers. Emphasis would always be on shaping the future of digital television viewing by providing superior services on the digital platform and consolidate last mile connectivity".

As an underlying technology, digitalization is becoming a growth driver for the future cable distribution. Deployment of digital cable TV networks help to provide internet and broadband services. Some of the key advantages of digital cable are - Excellent picture quality and sound, consistent Picture quality across all channels and a capacity to receive more than 1,000 channels and so many more innovative features have caught the imagination of consumers who want quality at an affordable price.

About DEN Networks Limited.

DEN is a leading cable network company with a pan-Indian footprint. Its vision is to drive digitization and consolidation in the cable distribution system. The company is promoted by Sameer Manchanda, an industry veteran with over 20-years of experience in media & channel distribution with Raghav Bahl (Promoter & Chairman Network18 Group) being the founder member. DEN's leadership team also includes CEO, Anuj Gandhi & President S.N. Sharma who have been associated with the distribution industry for more than 10 years. For More information on the company kindly visit at www.dennetworks.com