



February 16, 2016

The National Stock Exchange of India Limited
Exchange Plaza, Fifth Floor
Plot no. C/1, G- Block
Bandra Kula Complex
Bandra (E), Mumbai – 400051

The BSE Limited
15th Floor, P J Towers
Dalal Street, Mumbai - 400001

Sub: - Press release

Dear Sir/ Madam,

Please find enclosed copy of press release.

You are requested to take note of the same.

Thanking You,
Yours faithfully

For DEN Networks Limited


MANISH DATAR
(Group Chief Financial Officer)



DEN Networks Limited

CIN: L92490DL2007PLC165673

Registered Office: 236, Okhla Industrial Estate, Phase-III, New Delhi - 110 020

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DEN Networks Limited

Cable – Broadband – TV Commerce – Football

Press Release

New Delhi, 16 February 2016: DEN Networks Ltd, one of the Largest Cable MSO in India, announced that the Board of Directors have granted an in-principle approval for the following corporate action subject to regulatory and shareholder approval.

To Merge 23 Subsidiaries in the Cable Business

DEN Broadband to Demerge Broadband Business into a Wholly Owned Subsidiary

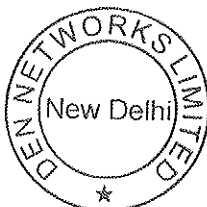
Merger of 23 Subsidiaries in the Cable Business:

- ✓ Strengthening of the single brand leading to a stronger market presence, providing customers with a seamless on-board experience, and removing any other brand perceptions / distinctions in customers' minds;
- ✓ The structure will result in economies of scale and reduce administrative & regulatory compliances
- ✓ More focused operational efforts, realizing synergies in terms of compliance, governance, administration and cost synergies

Broadband Demerger:

- ✓ The Demerger will enable a focused attention on the ISP Business and achieve structural and operational efficiency, enhanced competitiveness and greater accountability besides accelerating value creation for shareholders.
- ✓ The separation will allow DEN to aggressively focus on the significant growth potential for high speed data and related services in India.
- ✓ DEN intends to take the lead in driving wire line broadband penetration in India.

Pradeep Parameswaran, CEO – DEN Networks said, “We are focused on creation of a distinct identity for each of our Businesses and the recent in-principle board approval is a step in this direction. This Corporate Structure will strengthen the Brand while also giving us an opportunity for shareholder value creation.”



DEN Networks Ltd. (CIN: L92490DL2007PLC165673)

236, Okhla Industrial Estate, Phase -III, New Delhi - 110020



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About DEN Networks Limited

13 million homes, One of the Largest Subscriber Base in Cable Industry in India

DEN Networks is India's largest cable TV distribution company serving 13 million homes in over 200 cities. The company has been a frontrunner in the digitisation of Indian cable television and has approximately 8.5 million digital subscribers.

DEN's geographic footprint spans 13 key states across India including Delhi, Uttar Pradesh, Karnataka, Maharashtra, Gujarat, Rajasthan, Haryana, Kerala, West Bengal, Jharkhand and Bihar. The company has a significant presence in the strategic & economically important Hindi Speaking Markets (HSM) belt.

DEN Digital - DEN's digital cable services brand is one of the market leaders in India's digital television space. DEN Digital offers a wide choice of channels and services spanning all major genres and languages along with cutting edge value added services (VAS).

True 100 Mbps - Superfast DEN Boomband

DEN has soft launched its super-fast cable broadband internet services on DOCSIS 3.0 technology. The offering offers plans up to speeds of 100 Mbps. The service is currently available in parts of Delhi NCR where we have ~76k subscribers.

DEN SNAPDEAL TV Shop - Giving a new perspective to Television Commerce

TV Shop is a revolution in the TV Commerce space, reaching out to 52 million homes across the length & breadth of the country. It rides on the broadcasting strengths of DEN and the consumer shopping expertise of Snapdeal.com. The Business is clocking an Annualized GMV of Rs. 240cr on Current Rate.

Delhi Dynamos FC; redefining football culture in North India

DEN is the proud owner of the Hero Indian Super League's Delhi Team – Delhi Dynamos FC. With the introduction of Delhi Dynamos FC, DEN aims to become the default destination for entertainment, information and interactivity for the Indian family.

Safe harbour statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.





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For further information please contact

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Den Networks Limited

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