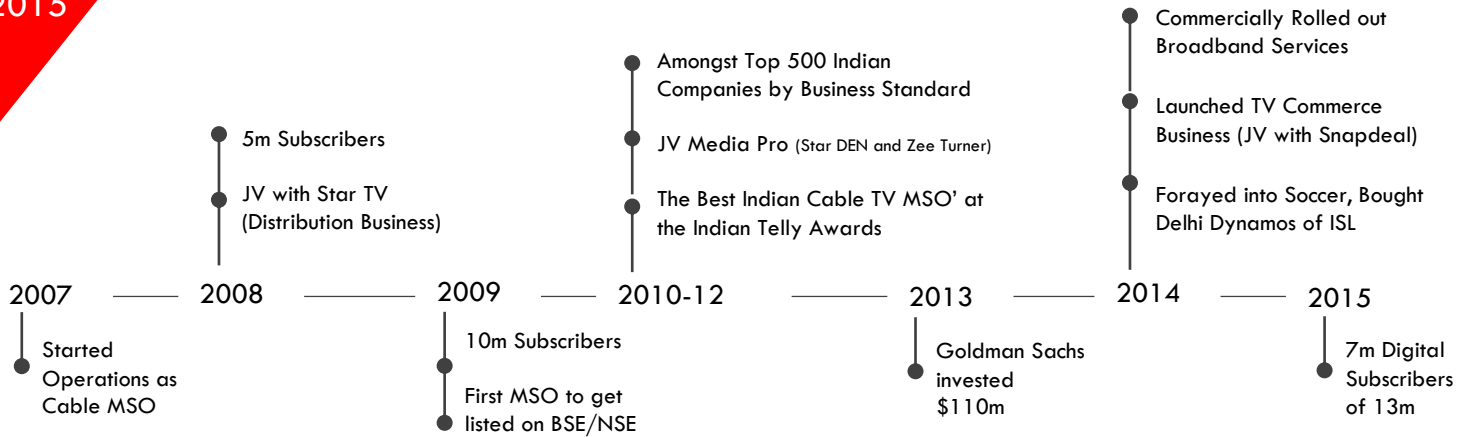


Established in 2007, DEN Networks is **one of the largest MSOs in India** providing a wide range of services including Cable, HD, Internet and TV Commerce. We provide cable services to 13m TV subscribers (7m Digitized), in more than 200 locations/cities across 13 key states in India and have ~25% market share in DAS 1 and 2 markets. We enhanced our product portfolio offering high speed Broadband services with a vision to provide bundle services to its customers and have crossed 3.3L Homes Passed with ~23,000 broadband subscribers. Our TV Commerce shop (JV with Snapdeal) has a reach of more than 25m Homes and has started clocking annualised GMV of more than ~120 Crores within the first few months of its operations.

Networks Ltd

June 2015



### Sameer Manchanda, CMD

A qualified CA, Sameer has nearly three decades' experience in the Indian Media and Television Industry. He is a member of the CII NC on Media & Entertainment and the FICCI Broadcast Forum. He founded DEN in 2007 with a vision to bring about a paradigm shift in India's cable TV distribution industry through consolidation and digitisation. Prior to DEN, he co-founded the erstwhile IBN18 and was the Jt. MD of the company from 2005 to 2010.



### Pradeep Parameswaran, CEO

Pradeep is a management professional in TMT space with 15+ years of experience spanning work in the US, Asia Pacific and Africa. He started his career with Unilever in India and has worked with McKinsey for almost 15 years. He has advised companies across the technology value chain and on various functions including strategy, business building, sales acceleration, operations, organization and finance.



### Manish Dawar, Group CFO

Manish is a qualified CA and CS with 20+ years of experience in FMCG space. His experience spans across HUL, Reebok, Reckitt Benckiser and Vedanta in various geographies, across leadership positions in business and functional areas. He has held board level positions since 1997 and has vast experience across the spectrum.



### Ramdoss Seetharaman, President - Broadband

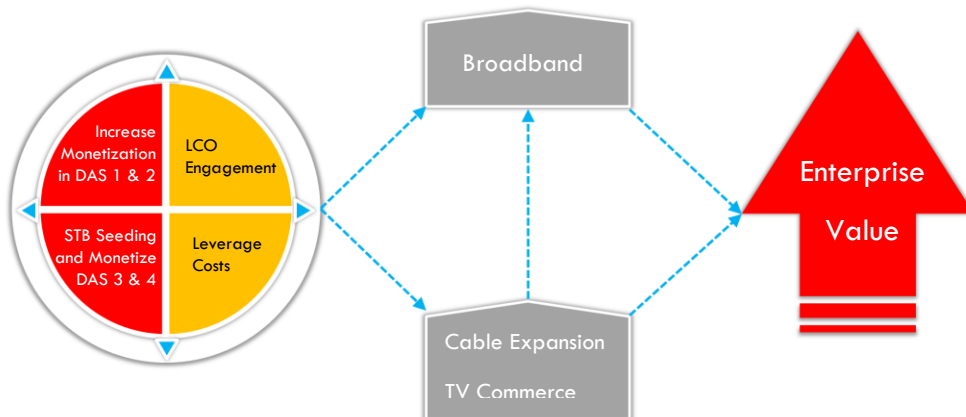
Ramdoss is a management professional in TMT space having worked with telecom, cable, hardware/software OEMs and media players across India, US, Middle East and South East Asia. Prior to DEN, he worked with McKinney focusing on TMT space. He has done his bachelors in electrical engineering and holds Masters from IIM (A).

**Board of Directors:** Sameer Manchanda (Chairman), Ankur A.Sahu, Shahzaad Siraj Dalal, Krishna Kumar P.T. Gangadharan, Ajaya Chand, Robindra Sharma, Atul Sharma

## Key Consolidated Financials

In INR Crore						2015		
	FY'11	FY'12	FY'13	FY'14	FY'15	Revenues	EBITDA	
Revenues	614	713	914	1,117	1,130	Cable	1,093	187
EBITDA	111	95	218	302	92	Broadband	8	(44)
Cash PAT	83	68	144	185	42	TV Commerce	2	(5)
Capex	85	133	505	494	304	Soccer	8	(46)
						Others	19	0.2

## DEN Operating Cycle



## Shareholding Pattern (Mar'15)

Promoters	40.05%
FII/FPIs	20.92%
DII	1.32%
Foreign Body Corporate	22.92%
Domestic Body Corp	8.65%
Retail and Others	6.14%
<b>Key Shareholders</b>	
Goldman Sachs and Affiliates	17.79%
IL&FS and Affiliates	7.50%
Acacia Group	6.05%
Route One Fund	3.58%

13 Million	Cable Subscribers	54%	Digitized Customers	3.3 Lakh	Broadband Homes Passed	25 Million	Homes Reach for TV Commerce Shop
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