

DEN

**PRESS
CONFERENCE**



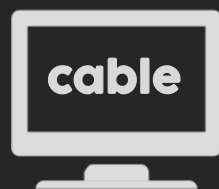
DEN

only do
amazing

CABLE

*The 2nd Largest
Subscriber Base
amongst all Cable &
DTH Players in India
13 million homes*

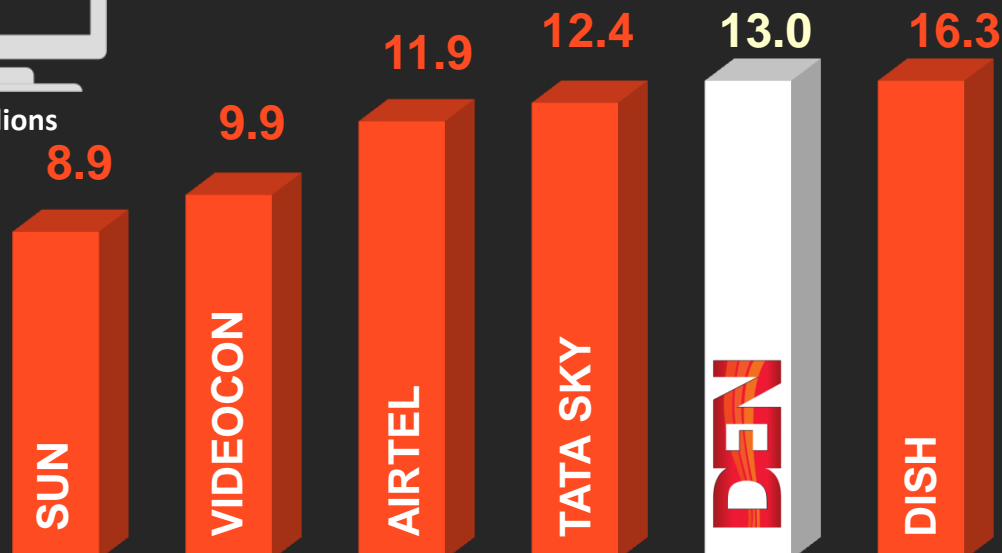
DEN
*only do
amazing*



millions



millions



Note: MSO Subscriber Bases (including DEN) are Analog + Digital Homes

Source: Pay TV Subscribers as per MPA Report - Media Route 26 India (Feb 28, 2014)

Superfast Internet



- Eradicating Buffering
- Reducing Download Speeds to Minutes
- Easier on the Pocket

Soft-launched successfully in parts of Delhi...

...Commercial Launch in September 2014

INTERNET

Superfast Internet - a true 100 Mbps cable broadband service

DEN
only do amazing

FOOTBALL

*Ushering a
Football
Revolution
in Delhi*

DEN
*only do
amazing*



***Giving** Delhi a Team
that plays good,
ethical football*



***Nurturing** a
football culture
in our home city*



OPPORTUNITY

for the sport

&

PASSION

for the game



football-ing THE ECONOMY



US\$ 13.4 Billion

**Est. Injection to Brazil's
Economy with World Cup'14**

***Reviving
Economies***

***Providing
Employment***

1 Million

**Est. Jobs Created in
Brazil for World Cup'14**



football

INDIA'S SECOND SPORT

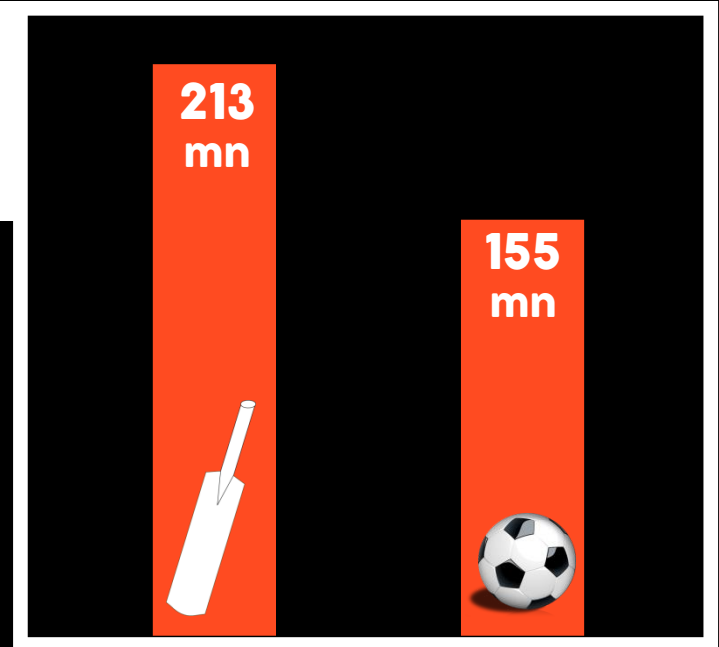
*Football Viewership Closely
Rivalling Cricket in India*

134% Growth

in viewership since 2011

Watched by 26% Indians

between ages 16 - 69



2013 – Annual Viewership

Source: Multi Screen Media

India

FIFA's NEXT DESTINATION



Hosting
2017 FIFA U-17 World Cup



Bidding
2017 & 18 FIFA Club World Cup

*a Passion
to bring the
Beautiful Game
to Delhi*



Delhi's abundant youth, A ready market for Football



50% of Delhi's Population* is under-30

*** Delhi's population is 2nd Largest Globally, & largest in India with 25 million+ residents**

*Give to our home city,
a team they can
love, support, be proud of*

THE VISION



*A team made of
World-class Players*

...who play the beautiful game well...

...embody the true meaning of sportsmanship...

...and bring glory to the sport, and the city.

THE MISSION



To Build a Great Team...



...We Got a Great Partner

FEYENOORD ROTTERDAM

Netherlands

World No. 1 in Player Development for FIFA World Cup'14 with
12 Feyenoord-trained players in 3 Squads*

Feyenoord's Giovanni van Bronckhorst **Captained** the
Dutch Team into **World Cup 2010 Finals**

Voted **best academy** in Netherlands for **5 successive years**



Famous Feyenoord Players

Robin Van Persie

Bruno Martins Indi

Stefan de Vrij

* Certified by CIES Football Observatory; 9players in the Dutch Squad, 2 in Ghana, 1 in Ivory Coast



An All-star Alliance

Providing the Delhi FC with
world class international players

Assist Delhi FC in
overall development of the club and its initiatives

*Working Together to Create a Robust
Football Ecosystem in the North*

Our Identity



*Core to
Dilliwallahs*

**POWER
&
AGGRESSION**



*Intrinsic to
Football*



a lot of power...



a touch of aggression...



an alliance with the best...



a passion for football...



a love for our city...



Presenting

**A Dynamic, Powerful,
Energetic & Aggressive
Identity...**

For an equally Impressive City

DEN

**DELHI
DYNAMOS**

FC

DELHI DYNAMOS



FOOTBALL CLUB

