



## **DEN NETWORKS LIMITED**

***Press Release: Q2 FY 2010-11***

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### **Highlights of the Quarter (July – September, 2010)**

#### **Financial Highlights – Consolidated Financials**

- **Revenues: Rs 256 crore in Q2 FY 2010-11; 14% y-o-y growth vs Q2 FY2009-10**
- **EBITDA: Rs 36.5 crore in Q2 FY 2010-11; 72% y-o-y growth vs Q2 FY2009-10**
- **PAT (after Minority Interest): Rs 10.5 crore in Q2 FY 2010-11; 393% y-o-y growth vs Q2 FY2009-10**

#### **Financial Highlights – Consolidated Cable Business**

- **Revenues: Rs 139 crore in Q2 FY 2010-11; 28% y-o-y growth vs Q2 FY2009-10**
- **EBITDA: Rs 32.3 crore in Q2 FY 2010-11; 172% y-o-y growth vs Q2 FY2009-10**
- **PAT (after Minority Interest): Rs 7.8 crore in Q2 FY 2010-11; 295% y-o-y growth vs Q2 FY2009-10**

#### **Company and Industry Update**

- **IME Networks Private Limited, a subsidiary of DEN, announced a 75-25 Joint Venture with BFTV LLC, owners of BabyFirst, the leading babies channel. The JV will launch the BabyFirst channel in India and a few other countries and will exclusively house all rights for BabyFirst's businesses in these territories.**
- **TRAI recommendations, prescribing a roadmap and sunset date for full digitalization, are likely to increase the pace of digitalization in the country and bring full addressability over the next few years.**
- **DEN's leadership status in Indian cable & its pioneering role in the consolidation of the industry are paying dividends for the company.**



DIGITAL ENTERTAINMENT NETWORK

### Consolidated Results

Figures in Crores

	Q2 FY'10-11	Q2 FY'09-10	% Change	Q2 FY'10-11	Q1 FY'10-11	% Change
<b>Revenue</b>						
Income from operations	253.6	223.8	13%	253.6	246.0	3%
Other income	2.8	0.4	575%	2.8	3.3	-13%
<b>Total</b>	<b>256.5</b>	<b>224.2</b>	<b>14%</b>	<b>256.5</b>	<b>249.3</b>	<b>3%</b>
<b>Expenditure</b>						
Placement & Content Cost	164.0	161.4	2%	164.0	161.0	2%
Administrative and other costs	41.1	27.1	52%	41.1	37.0	11%
Personnel cost	14.9	14.5	3%	14.9	15.6	-4%
<b>Total</b>	<b>220.0</b>	<b>203.0</b>	<b>8%</b>	<b>220.0</b>	<b>213.6</b>	<b>3%</b>
<b>EBITDA</b>	<b>36.5</b>	<b>21.2</b>	<b>72%</b>	<b>36.5</b>	<b>35.7</b>	<b>2%</b>
<i>EBITDA Margin</i>	14%	9%		14%	14%	
One time cost charged off	1.9	2.5	-26%	1.9	1.9	0%
Depreciation	11.6	7.3	58%	11.6	10.9	6%
Interest and other financial charges	4.5	5.0	-10%	4.5	5.0	-10%
<b>Earnings Before Tax &amp; Exceptional Items</b>	<b>18.5</b>	<b>6.4</b>	<b>187%</b>	<b>18.5</b>	<b>18.0</b>	<b>3%</b>
Exceptional items	-	-		-	-	
Provision for tax	1.7	3.9	-57%	1.7	1.0	65%
<b>Net Profit/ (Loss) after Tax, before Minority Interests</b>	<b>16.9</b>	<b>2.6</b>	<b>551%</b>	<b>16.9</b>	<b>16.9</b>	<b>0%</b>
Share of Minority Interest	6.4	0.5	1311%	6.4	6.9	-7%
<b>Net Profit / (Loss) – PAT</b>	<b>10.5</b>	<b>2.1</b>	<b>393%</b>	<b>10.5</b>	<b>10.0</b>	<b>5%</b>



### Cable Business Consolidated Results

Figures in Crores

	Q2 FY'10- 11	Q2 FY'09- 10	% Change	Q2 FY'10- 11	Q1 FY'10-11	% Change
<b>Revenue</b>	<b>138.6</b>	<b>108.4</b>	<b>28%</b>	<b>138.6</b>	<b>131.8</b>	<b>5%</b>
<b>Expenditure</b>	<b>106.3</b>	<b>96.6</b>	<b>10%</b>	<b>106.3</b>	<b>100.2</b>	<b>6%</b>
<b>EBITDA</b>	<b>32.3</b>	<b>11.9</b>	<b>172%</b>	<b>32.3</b>	<b>31.6</b>	<b>2%</b>
<i>EBITDA Margin</i>	23%	11%		23%	24%	
One time cost charged off	1.9	2.5	-26%	1.9	1.9	0%
Depreciation	11.5	7.3	59%	11.5	10.9	6%
Interest and other financial charges	4.5	5.0	-10%	4.5	5.0	-10%
<b>Earnings Before Tax &amp; Exceptional Items</b>	<b>14.4</b>	<b>(2.9)</b>	<b>605%</b>	<b>14.4</b>	<b>14.0</b>	<b>3%</b>
Exceptional items	-	-		-	-	
Provision for tax	0.3	0.7	-58%	0.3	(0.5)	158%
<b>Net Profit/ (Loss) after Tax, before Minority Interests</b>	<b>14.1</b>	<b>(3.5)</b>	<b>499%</b>	<b>14.1</b>	<b>14.5</b>	<b>-2%</b>
Share of Minority Interest	6.4	0.5	1311%	6.4	6.9	-7%
<b>Net Profit / (Loss) - PAT</b>	<b>7.8</b>	<b>(4.0)</b>	<b>295%</b>	<b>7.8</b>	<b>7.5</b>	<b>3%</b>



***About DEN Networks Limited:***

DEN Networks Limited is one of the largest national cable television companies in India engaged in the distribution of analog and digital cable television services. DEN's cable television services reach approximately 10 million households (as on December 31, 2009) across key states and cities of India. DEN currently serves cable TV households in Delhi, Uttar Pradesh, Karnataka Maharashtra (including Mumbai), Gujarat, Rajasthan, Haryana and Kerala.

DEN's digital cable offering, with its feature-rich user interface and a portfolio of cutting edge value added services is widely regarded as India's best. DEN's digital cable service offers up to 180 channels, a multi-genre digital music service, blog.Telly (India's first micro blogging service on TV) and games. DEN also has a 50-50 joint venture with News Corporation's Star TV group called STAR DEN which is the exclusive distributor of 29 channels in India."