



DEN Networks Ltd. Announces Q2 FY2012-13 Results

Consolidated PAT Up 251% Y-o-Y, 28% Q-o-Q;
Consolidated EBITDA Jumps 59% Y-o-Y, 10% Q-o-Q

Financial Highlights for Q2 FY2012-13

- Consolidated PAT at Rs 15.59 crores for Jul-Sep, up 251% Year-on-Year; up 28% Q-o-Q
- Consolidated EBITDA at Rs 49.56 crores jumps 59% Y-o-Y ; up 10% Q-o-Q
- Consolidated Net Revenues stood at Rs 216.09 crores, up 8% Q-o-Q; Y-o-Y revenues not comparable on account of reporting policy change at MediaPro (see footnote)¹. Cable Business Revenues showed strong growth, rising 24% Y-o-Y to Rs 202.45 crores.

Industry & Company Updates

- Concerted push by Government and stakeholders makes DAS a reality. Following Phase 1, Government and Industry gearing to digitize Phase 2 cities.
- DEN's digital base shot up to cross the 2 million mark fuelled by digitisation in Phase I Cities.

Mr S.N. Sharma, CEO, DEN Networks Ltd., said, *“The last quarter was a landmark moment for our company, the industry and the country. The DAS era has begun. After the success of Phase 1 cities, our focus is now shifting to the Phase 2 cities that DEN is present in and where the momentum is already building up.”*

¹ **Reporting Policy Change at MediaPro:** Media Pro Enterprise India Private Limited (MediaPro) is a joint venture company of Star DEN Media Services Private Limited (Star DEN). DEN is a 50% shareholder in Star DEN. With effect from April 1 2012, MediaPro has started reporting Net Revenues (i.e. Gross Revenues less Cost of Distribution Rights paid to Broadcasters) in its standalone financial results. The same used to be reported on a gross basis in the previous quarters & financial years.

DEN's proportionate share/ interest in Media Pro is consolidated line by line in its unaudited consolidated financial results. Thus, income from Operations in this quarter are not comparable with corresponding periods in the previous year. However, this does not have any impact on the net consolidated results of the Company.



About DEN Networks Limited:

DEN Networks Limited is India's leading cable TV distribution company reaching an estimated 11 million households in 115 cities across India. DEN's presence spans key states across India including Delhi, Uttar Pradesh, Karnataka, Maharashtra (including Mumbai), Gujarat, Rajasthan, Haryana, Kerala, West Bengal, Jharkhand and Bihar.

DEN Digital is one of India's leading digital television services offering consumers a wide choice of digital channels and services along with cutting edge value added services and applications. DEN Digital offers consumers an easy to use and feature rich Electronic Programming Guide (EPG). DEN's interactive applications portfolio includes a multi-genre digital music service, City Bytes, a restaurant and events search application, blog.telly, India's first micro blogging service on TV and interactive games.

DEN has a 50-50 joint venture with News Corp's Star TV Group called Star DEN which was formed in 2008. In May 2011, Star DEN formed a 50-50 J-V with Zee Turner combining the distribution assets of the Star, Zee and Turner groups in India. The joint venture company called Media Pro is the exclusive distribution house of over 70 leading pay TV channels in India.