



DEN Networks Limited

Investor Update: Q3 FY 2014-15

QUARTER HIGHLIGHTS

- Cable Business Subscription Revenue⁽¹⁾ grows 18% Y-o-Y from INR 97 Cr to INR 116 Cr
- Cable Business Operating margin maintained at 19% Q-o-Q
- DAS Phase-I Net Realisation per STB in Q3FY15 end (exit rate) crosses INR 100 per month
- TV Commerce business clocks annualised GMV of INR 100 Cr
- Average Broadband ARPU at INR 748

COMPANY HIGHLIGHTS

TV Commerce JV with Snapdeal gains traction

DEN 50:50 JV with Snapdeal gains tremendous traction. The market place based model now reaches 19 mn homes clocking Gross Merchandise Value (GMV) of INR 100 Cr. Apart from a dedicated 24 hour channel on DEN Network, the channel is currently aired on Food Food, NDTV and other large MSO platforms. It is expected to scale significantly as it gets distributed across other networks.

DEN Boomband – High Speed Internet Services

DEN continues to focus on expanding the footprint of Broadband business with compelling product offerings which has helped in making consumers switch due to better experience, data speeds and competitive plans; Average ARPU at INR 748 per month. Encouraging percentage of new subscribers provide a huge opportunity to cross-sell DEN cable services.

DEN well capitalised and ready for the Phase 3 Opportunity

The company added 197K STBs in Q3 FY'15 taking the total STBs deployed to approx. 6.8 mn. DEN's current digital subscriber base in Phase 1 & 2 is approx. 5 mn. Digital subscribers are expected to increase significantly with acceleration in Non-DAS market.

⁽¹⁾ Revenues are net off LCO Share