



**DEN**

*only do  
amazing*

Annual Report 2013-14

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# DEN: An Entertainment Powerhouse

## Cable

India's leading digital cable TV platform serving an estimated 13 million homes with over 6.4 million digital subscribers



## Broadband

DEN Boomband is one of India's fastest broadband services offering speeds up to 100 Mbps



## Football

Owner of the Delhi Dynamos F.C., the Delhi franchise of the Hero Indian Super League



# DEN

# DEN Networks

## Pan India Presence



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**Strong Nationwide Presence in  
200+ Cities Across 13 States**

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**13 Million Homes\* Served**

\*Estimated

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**6.4 Million+ Digital Subscribers**

# India's Leading Cable TV MSO

# DEN Digital

The Choice of Over 6.4 Million Subscribers

Maximum  
Choice of  
Channels



Real  
HD  
Channels



Weather  
Proof  
Service



Dedicated  
Customer  
Care



Interactive  
and Feature  
Rich EPG



DEN Excite!  
Value Added  
Services





# den boomband.

**DEN Boomband is DEN's  
high speed broadband  
service offering  
speeds up to 100 Mbps  
powered by DOCSIS 3.0  
technology**



**only do amazing**



# superfast internet

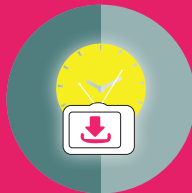
**With the speeds of DEN  
Boomband, one can  
easily download:**



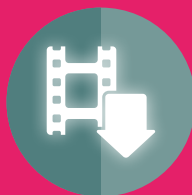
**A 5 minute song in  
< 1 second**



**A 30 minute show in  
< 6 seconds**



**An hour's show in  
< 26 seconds**



**A full length movie in  
< 1 minute**

1. DEN Boomband tested on near-end-consumer conditions
2. File Size: 5 Minute Song- 8 MB, 30 Minute Show- 120 MB, 50 Minute Episode-460 MB, Full Length Movie- 700 MB

# Football

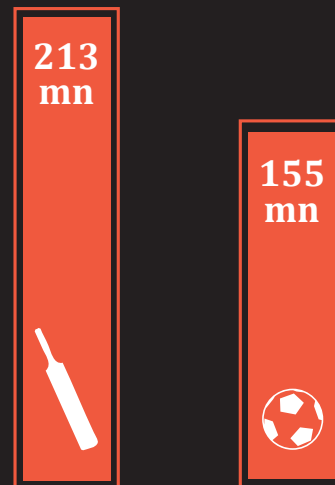
## India's Next Sporting Revolution

**Football Viewership Closely Rivalling Cricket in India**

**134% Growth**  
in viewership since 2011

**Watched by 26% Indians**  
between ages 16-69

Source: FE



2013 - Annual Viewership



## Delhi: A Large Potential Market for Football

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

Source: NSDC, Executive Summary of Delhi

**Delhi's population is 2<sup>nd</sup> Largest Globally & largest in India with 25 million+ residents**

Source: UN World Urbanization Prospects



# Delhi Dynamos

The Delhi Team of the Indian Super League

**Strategic Partnership:**  
Feyenoord Rotterdam

**Home Ground:**  
Jawaharlal Nehru Stadium

**International Players from**  
Spain, Brazil, Netherlands and Others

**International Coach:**  
Harm van Veldhoven

A Branding Vehicle for DEN's Transformation  
into a B2C Company



# DIRECTORS' REPORT

## DEAR SHAREHOLDERS,

Your Directors are pleased to present the Seventh Annual Report on the business and operations of your Company along with the Consolidated and Standalone audited financial statements for the year ended March 31, 2014.

## FINANCIAL PERFORMANCE

The key financial figures on standalone and consolidated basis of your Company for the year ended March 31, 2014 are as follows:

## CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE COMMITTEE

Your directors have constituted the Corporate Social Responsibility and Governance Committee comprising of Mr. Ajaya Chand as the Chairman and Mr. Sameer Manchanda and Mr. Robindra Sharma as members.

The said Committee has been entrusted with the responsibility of formulating and recommending a Corporate Social Responsibility Policy (CSR Policy) to the Board of

(₹ in millions)

Particulars	Consolidated		Standalone	
	Financial year ended March 31, 2014	Financial year ended March 31, 2013	Financial year ended March 31, 2014	Financial year ended March 31, 2013
Total Revenue	11,749.19	9,346.44	9,366.16	7,260.21
Operating profit/(loss) before interest and depreciation interest	3,493.99	2,355.69	1,638.48	1,580.73
Finance cost	889.71	470.88	828.00	446.84
Depreciation and Amortisation	1,473.90	811.22	852.14	496.15
Net Profit/(loss) before Tax	1,130.38	1,073.59	(41.66)	637.74
Provision for taxes/deferred tax	378.97	294.24	(93.31)	188.12
Minority Interest	367.42	156.34	-	-
Profit/(loss) after tax	383.99	623.01	51.65	449.62

During the year under review, the total revenue of your Company was ₹9,336.16 million on standalone basis and ₹11,749.19 million on consolidated basis as compared to the last year's revenue of ₹7,260.21 million on standalone basis and ₹9,346.44 million on consolidated basis. The Post Tax Profit of your Company is ₹51.65 million on standalone basis and ₹383.99 million on consolidated basis as compared to the last year's Post Tax Profit of ₹449.62 million on standalone basis and ₹623.01 million on consolidated basis.

## CONSOLIDATED FINANCIAL STATEMENTS

Pursuant to Accounting Standard AS-21 on Consolidated Financial Statements read with Accounting Standard AS – 23 on the Accounting for Investments in Associates and Accounting Standard AS – 27 on accounting on Joint Ventures, issued by The Institute of Chartered Accountants of India, the Audited Consolidated Financial Statements are provided in this Annual Report.

Directors, indicating the CSR activities to be undertaken by the Company, the monitoring and implementation of the framework of the CSR Policy and recommending the amount to be spent on such activities.

## SUBSIDIARY COMPANIES

In accordance with the General Circular No. 51/12/2007-CL-III issued on 08th February, 2011 by the Ministry of Corporate Affairs, the Balance Sheet, Statement of Profit and Loss and other documents of the Subsidiary Companies are not being attached with the Balance Sheet of the Company. However, the financial information of the Subsidiary Companies is disclosed in the Annual Report in Compliance with the said circular. The Company will provide a copy of separate Annual Accounts in respect of each of its subsidiary to any shareholder of the Company who asks for it and the said annual accounts will also be kept open for inspection at the Registered Office of the Company and subsidiary Companies.