

**No. 1**  
DTH Company

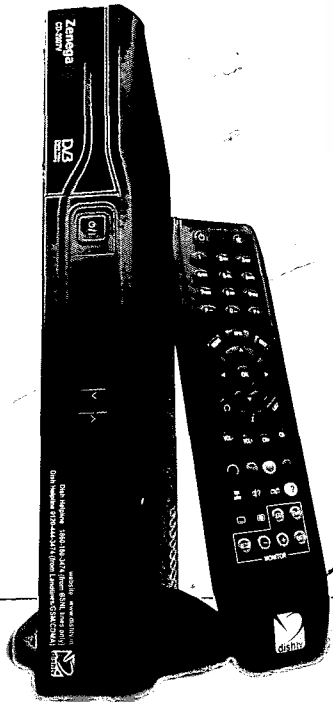
**dishtv**   
WISH KARO. DISH KARO.

**dishtv**

**LEADING TODAY.  
INSPIRING TOMORROW**

ANNUAL  
REPORT  
2008-09

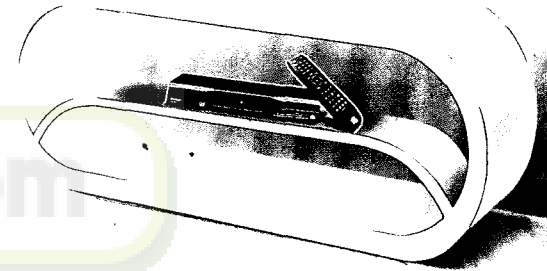
REPORT



THE BEST ACCESSORY  
FOR YOUR LCD TV

- Can stand vertically and saves space
- Can also be connected to computer

dishtv VGA Set Top Box .  
So sleek, So stylish.  
It's hard to miss.



\*Basis all registered connections till date.

# BOARD OF DIRECTORS

Subhash Chandra  
Jawahar Lal Goel  
B. D Narang  
Arun Duggal  
Pritam Singh(Dr.)  
Ashok Kurien  
Eric Zinterhofer  
Mintoo Bhandari  
Jagdish Patra

Chairman  
Managing Director  
Independent Director  
Independent Director  
Independent Director  
Non-Executive Director  
Independent Director  
Alt. Director to Eric Zinterhofer  
Company Secretary

M/s MGB & Co.  
Chartered Accountants

Auditors

ICICI Bank  
Standard Chartered Bank  
State Bank of India  
Axis Bank  
Bank of India  
Central Bank of India  
Dena Bank  
Jammu and Kashmir Bank  
Union Bank of India

Bankers

Essel House,  
B-10, Lawrence Road,  
Industrial Area, Delhi – 110 035  
Tel.: +91 – 11 – 27101145-54  
Fax: +91-11-27192172

Registered Office

FC – 19, Sector 16A,  
Noida, U.P – 201 301, India  
Tel.: +91 – 120 – 2599555 / 391  
Fax: +91 – 120 – 4357078

Corporate Office

Website: [www.dishtv.in](http://www.dishtv.in)



## CHAIRMAN'S MESSAGE

Dear Shareholders,

It has been a landmark year which has seen your company making excellent progress, marked by impressive financial achievements. In the current context of the economic slowdown, the Direct to Home (DTH) industry in India is in the throes of multifarious challenges and opportunities. Direct-to-home technology is emerging as the leading digital TV transmission platform. Enhanced picture quality and advanced video services have become catalysts for driving demand for DTH pay-TV services throughout India.

At present, there are 135 million TV households in India, out of which over 12 million are having DTH. Since the penetration of DTH is just 9 per cent, there is a huge untapped potential. The DTH category experienced 300% growth in FY'09, with over 7 million new subscribers committing themselves to DTH revolution. The outlook for the industry remains positive and the year ahead promises to be an exciting one for dishtv.

In FY'09 dishtv achieved the landmark milestone of 5 million subscribers mark, which is not just a significant one for your company but also symbolizes the successful growth of the Indian Pay TV market. dishtv added 2.06 million new subscribers in FY'09 as compared to 1.04 million subscribers added during the previous year, hence registering an increase of 98%. Your company consolidated its leadership position with a very strong 42% market share despite launches by two major players and with one existing regional player spreading its presence pan India.

With dishtv continuing to sustain its strong growth momentum, India is now set to become Asia's leading DTH market. Unprecedented subscriber acquisition at dishtv is a testimony of our distribution network as well as our focus on providing affordable services to all.

It is my pleasure to report your company's robust performance, for the year ending March 31, 2009, in the face of extreme competitive environment. The total revenues for FY'09 stood at Rs. 7390 million, an increase of 79% over the previous year. The increase in revenue coupled with a stringent control on costs, lead to your company breaking even at operating profit level by the fourth quarter of the year.

This zeal to excel and outdo competition was successfully demonstrated by launch of aggressive and innovative marketing initiatives, the volumes increased tremendously from interplay of Set Top Box Free, Recharge Free, Happy Home, etc.

In a true spirit of a pioneer and market leader your company drives the growth through several path breaking consumer friendly yet profitable initiatives. A-la-carte Packs is one such initiative that empowers the customer with choice and provides the ability to customize their content consumption, while adding up the ARPU for the company. These packs have been designed genre wise for subscriber convenience and offer maximum entertainment options and at every price point.

Your company's focus on ensuring customer delight through continuous innovation has led to evolution of value-added services, a potent tool for consumer engagement. Your company launched a Premiere Channel on its Movie on Demand Service to broadcast Hollywood and Bollywood movies within weeks of their theatrical release. The innovative Interactive Banking Service enables dishtv viewers to access information on Bank's products and services, from the convenience of their homes. Combining education and fun through Quizzy and gaming etc., Value Added Services at dishtv have truly come of age.

Working further on the consumer convenience and delight factor your company added many new payment modes like drop box, easy bill, ITZ Cash Cards, online payment, recharge free now website, banking portals, credit card, etc.

With Brand strength and a pan-India strong distribution network, we are confident of continuing to lead the DTH growth story. Further keeping consumer support on top of agenda, the management has introduced rigid performance metrics to manage service delivery outcome through a highly task and consumer oriented field service team. The field service organization is in turn supported at the backend by 1600 call center agents speaking 11 different languages from 7 different locations.

Your company is associated with the business that has positive impact on many lives, especially for those subscribers who are in cable dry areas. For this population, DTH is the best last mile connectivity solution. We not only provide entertainment but also information and news that help them stay connected with the outside world. Thus playing a vital role in an all inclusive growth of the society.

Going forward, times will no doubt be more demanding. But with our growth oriented strategies complimented with execution excellence, we at dishtv have prepared well to lead the digitization of TV entertainment In India. On this positive note, I would like to thank all stakeholders for their continuing support and encouragement. I assure you that our commitment remains towards building a strong, sustainable and value-creating company.

Subhash Chandra  
Chairman

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### Dish TV India Limited

Regd. Office: Essel House, B-10, Lawrence Road, Industrial Area, Delhi - 110 035

Corporate Office: FC-19, Sector-16A, Noida (U.P.) - 201 301

### NOTICE

**Notice** is hereby given that the **21<sup>st</sup> Annual General Meeting** of the members of Dish TV India Ltd. will be held at NCUI Auditorium, 3, Siri Institutional Area, August Kranti Marg, New Delhi – 110 016 on Monday, the 3<sup>rd</sup> day of August, 2009, at 11:30 A.M. to transact the following business:

#### ORDINARY BUSINESS:

1. To receive, consider and adopt the Audited Balance Sheet as at March 31, 2009, the Profit and Loss account of the Company for the Financial Year ended on that date and the Reports of the Auditors' and Directors' thereon.
2. To appoint a Director in place of Dr. Pritam Singh, who retires by rotation and being eligible, offers himself for re-appointment.
3. To appoint a Director in place of Mr. Arun Duggal, who retires by rotation and being eligible, offers himself for re-appointment.
4. To appoint M/s. MGB & Co., Chartered Accountants, as Auditors of the Company, to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting at a remuneration to be determined by the Board of Directors of the Company.

#### SPECIAL BUSINESS:

5. *To consider and if thought fit, to pass, the following resolution, with or without modification(s), as a Special Resolution:*

**"RESOLVED THAT** pursuant to Article 100 of the Articles of Association of the Company, the provisions of Section 198, 269, 309, 310, 311 read with Schedule XIII and other applicable provisions, if any, of the Companies Act, 1956 as amended and subject to such other approval(s) as may be required including approval of Central Government, consent be and is hereby accorded for the re-appointment of Mr. Jawahar Lal Goel, as the Managing Director of the Company for a period of 3 years effective from January 6, 2010 on the terms and conditions and the remuneration as detailed hereunder:

##### (1) Tenure -

Re-appointment for a period of 3 years from January 6, 2010.

##### (2) Remuneration

###### a) Salary

His basic salary is fixed at Rs. 270,000/-per month. The annual increment will be on merit based, pursuant to necessary approvals.

###### b) Perquisites

In addition to the basic salary payable, Mr. Goel shall be entitled to perquisites and allowances like:

- a) House Rent Allowance (subject to a maximum of Rs.135,000/-per month)
- b) Personal Allowance (subject to a maximum of Rs.151,850/-per month)
- c) Medical reimbursement (subject to a maximum of Rs.15,000/-per annum)
- d) Leave travel allowance (subject to a maximum of Rs. 270,000/-per annum)
- e) Company's Contribution to Provident Fund as per the rules of the Company, Gratuity, leave and such other perquisites and allowances in accordance with the rules of the Company or as may be agreed to by the Board of Directors and Mr. Goel.
- f) Provisions for the Company maintained car.
- g) Driver Salary (subject to a maximum of Rs. 10,000/-per month)
- h) Fuel Charges (subject to a maximum of Rs. 35,000/-per month)
- i) Provision of Telephone at residence (subject to a maximum of Rs. 2,000 per month)
- j) Mr. Goel will also be entitled to reimbursement of entertainment expenses and mobile expenses incurred by him for the purposes of the business of the Company.

Perquisites shall be evaluated as per Income Tax Rules, wherever applicable, in the absence of any such rules, perquisites shall be evaluated at actual cost.

**c) Overall Remuneration**

The aggregate of salary, perquisites and allowances in any one Financial Year shall not exceed the limits prescribed under Section 198, 309 and other applicable provisions of the Companies Act, 1956 read with Schedule XIII to the said Act as amended from time to time.

**RESOLVED FURTHER THAT** in the event of any statutory amendment or modification or relaxation in the provisions relating to the payment of remuneration to the managerial persons or to Schedule XIII to the Companies Act, 1956, the Board of Directors (hereinafter referred to as the "Board", which term shall be deemed to include any committee thereof) be and is hereby authorized to vary the remuneration including salary, commission, perquisites etc. within such prescribed limits.

**RESOLVED FURTHER THAT** the Board of Directors of the Company be and are hereby authorized to take such steps expedient or desirable to give effect to this resolution."

**6. To consider and if thought fit, to pass, the following resolution, with or without modification(s), as an Ordinary Resolution:**

**"RESOLVED THAT** pursuant to the provisions of Section 293(1)(d) and other applicable provisions, if any, of the Companies Act, 1956 (including any statutory modification(s) or re-enactment thereof for the time being in force), authority and consent be and is hereby accorded to the Board of Directors of the Company (hereinafter referred to as the "Board", which expression shall include a Committee of Directors duly authorised in this behalf) to borrow and raise such sum or sums of money or monies from time to time as may be required for the purpose of business of the Company notwithstanding that the money or monies to be borrowed by the Company (apart from temporary loans obtained from the Company's bankers in the ordinary course of business) will exceed the aggregate of the paid-up capital of the Company and its free reserves, that is to say, reserves not set apart for any specific purpose, provided that the aggregate of such borrowings shall not exceed Rs.3,000 Crores at any point of time."

**7. To consider and if thought fit, to pass, the following resolution, with or without modification(s), as a Special Resolution:**

**"RESOLVED THAT** pursuant to the provisions of Section 81 (1A) and all other applicable provisions of the Companies Act, 1956 (including any statutory modification(s) or re-enactment thereof, for the time being in force, such Act being referred to as the "Act"), the applicable provisions of Foreign Exchange Management Act, 1999 ("FEMA"), rules, regulations, guidelines, notifications and circulars issued under FEMA including but not limited to Foreign Exchange Management (Transfer or Issue of Security by a Person Resident Outside India) Regulations, 2000, as amended, provisions of Issue of Foreign Currency Convertible Bonds and Ordinary Shares (through Depository Receipt Mechanism) Scheme, 1993, as amended, Chapter XIII A of SEBI (DIP) guidelines and other applicable rules, regulations, guidelines, notifications and circulars of the Securities and Exchange Board of India ("SEBI") and enabling provisions of the Memorandum and Articles of Association of the Company and the listing agreements entered into by the Company with the Stock Exchanges where the shares of the Company are listed, and subject to requisite approvals, consents, permissions and/or sanctions of SEBI, the Stock Exchanges, Reserve Bank of India, the Ministry of Information and Broadcasting, the Department of Industrial Policy and Promotion, Ministry of Commerce, the Foreign Investment Promotion Board, and all other authorities as may be required, whether in India or outside India, and subject to such conditions as may be prescribed by any of them while granting any such approval, consent, permission, and / or sanction which may be agreed to by the Board of Directors of the Company (hereinafter referred to as the "Board" which term shall be deemed to include any committee thereof which the Board may have constituted or hereinafter constitute to exercise its powers including the powers conferred by this resolution), the Board be and is hereby authorized at its absolute discretion to create, offer, issue and allot in one or more tranches, in the course of domestic / international offerings to one or more persons as the Board may determine at its absolute discretion, whether or not they are members of the Company, including but not limited to domestic investors / foreign investors whether having presence in India or not / institutional investors / foreign institutional investors, members, employees, non-resident Indians, companies or bodies corporate whether incorporated in India or abroad, trusts, mutual funds, banks, financial institutions, insurance companies, pension funds, individuals or otherwise, whether shareholders of the Company or not, through a public issue, rights issue, preferential issue and / or private placement, with or without an over-allotment option, with or without reservation on firm and / or competitive basis of such part of the issue for such person or categories of persons as may be permitted, equity shares and / or equity shares through depository receipts including Foreign Currency Convertible Bonds and / or Global Depository Receipts and / or American Depository Receipts and / or Qualified Institutions Placement (QIP) and / or any other securities convertible into equity shares at the option of the Company and / or holder(s) of the securities and/or securities linked to equity shares and / or securities with warrants including any instruments or securities representing either equity shares and / or Foreign Currency Convertible Bonds or convertible securities or securities linked to equity shares or equity shares / fully convertible debentures / partly convertible debentures or any securities, which are convertible or exchangeable with equity shares at a later date (hereinafter, collectively referred to as "Securities"), secured or unsecured, listed on any Stock Exchange inside India, through an offer document and / or prospectus and / or offer letter and / or offering circular and / or information memorandum and / or any other offering document(s) including an umbrella or shelf offering document, and / or listing particulars, as the



Board in its sole discretion may at any time or times hereafter decide, for an aggregate amount not exceeding US\$ 200 Million (approximately Rs. 1000 Crores at the current rate of exchange), inclusive of such premium from time to time, such issue and allotment to be made at such time or times in one or more tranches, denominated in one or more currencies, at such price or prices in such manner and where necessary in consultation with the lead managers and / or underwriters and / or stabilizing agents and / or other advisors or otherwise on such terms and conditions as the Board may, in its absolute discretion, decide at the time of issue of Securities with or without any greenshoe option, through an offer document and / or information memorandum as the Board in its sole discretion decide.

**RESOLVED FURTHER THAT** without prejudice to the generality of the above, the aforesaid offer/issue of securities may have all or any terms or combination of terms in accordance with the prevalent market conditions including but not limited to terms and conditions relating to payment of interest, dividend, premium or redemption at the option of the Company and/or the holders of the securities including terms for offer/issue of additional equity shares or variation of the conversion price or period of conversion of securities in to equity shares or terms pertaining to voting rights or option(s) for early redemption of securities and the Board be and is hereby authorised to determine the form, terms, timing of the offer(s)/issue(s) including the class of investors, number of securities to be issued and/or allotted in each tranche, offer/issue price, face value, premium amount on issue / conversion of securities, redemption of securities, rate of interest, redemption period, listing on one or more Stock Exchanges in India or overseas as the Board may in its absolute discretion deem fit and to make and accept any modifications in the proposal as may be required by the authorities and to do all acts, deeds, matters and things as may be necessary and to settle any questions or difficulties that may arise in regard to the said offer(s)/issue(s) of securities.

**RESOLVED FURTHER THAT** the Board be and is hereby authorized to offer, issue and allot such number of ordinary equity shares ranking *pari-passu, inter-se*, with the then existing ordinary shares of the Company in all respects from time to time as may be required to be issued and allotted upon exercise of conversion option by the holder(s) of the securities in accordance with the terms of the issue of securities.

**RESOLVED FURTHER THAT** the consent of the Company be and is hereby granted in terms of Section 293(1)(a) and other applicable provisions, if any, of the Act and subject to all necessary approvals, to the Board to secure, if necessary, all or any of the above Securities to be issued by the creation of mortgage and / or charge on all or any of the Company's immovable and / or movable assets, both present and future, in such form and manner and on such terms as may be deemed fit and appropriate by the Board.

**RESOLVED FURTHER THAT** the Board and / or any entity, agency or body authorised and / or appointed by the Board may, upon issue of such Securities, issue depository receipts representing the underlying Securities issued by the Company in negotiable registered or bearer form with such features and attributes as are prevalent in international capital markets for instruments of this nature and to provide for the tradability and free transferability thereof as per international practices and regulations in or under such form and practices as may be prevalent in the international market.

**RESOLVED FURTHER THAT** for the purpose of giving effect to the above resolution and matters flowing there from, connected with and incidental to any of the matters mentioned in the aforesaid resolution, the Board be and is hereby authorized on behalf of the Company to take all actions and to do all such deeds, matters and things as it may, in its absolute discretion, deem necessary, desirable or expedient to the issue / offer or allotment or conversion of the aforesaid Securities, listing thereof with any of the international / domestic stock exchange(s) and to resolve and settle all questions and difficulties that may arise in the proposed issue / offer, allotment and conversion of any of the aforesaid Securities, utilization of the issue proceeds and to do all acts, deeds and things in connection therewith and incidental thereto as the Board may in its absolute discretion deem fit, without being required to seek any further consent or approval of the shareholders or otherwise to the end and intent that they shall be deemed to have given their approval thereto expressly by the authority of this resolution."

**8. To consider and if thought fit, to pass, the following resolution, with or without modification(s), as an Ordinary Resolution:**

**"RESOLVED THAT** in accordance with the provisions of Section 16, 94 and other applicable provisions, if any, of the Companies Act, 1956, the Authorised Share Capital of the Company be and is hereby increased from Rs. 100,00,00,000/- (Rupees One Hundred Crores Only) divided into 100,00,00,000 Equity Shares of Re. 1/- each to Rs. 135,00,00,000/- (Rupees One Hundred and Thirty Five Crores Only) divided into 135,00,00,000 Equity Shares of Re. 1/- each by creation of additional 35,00,00,000 Equity Shares of Re. 1/- each and in consequence thereof the existing Clause V of the Memorandum of Association of the Company relating to share capital be substituted by the following clause :

"The Authorised Share Capital of the Company is Rs. 135,00,00,000/- (Rupees One Hundred and Thirty Five Crores Only) divided into 135,00,00,000 (One Hundred and Thirty Five Crores) Equity Shares of Re. 1/- (Rupees One) each with the power to increase or decrease, consolidate or sub-divide the shares under the provisions of the Companies Act, 1956."

**9. To consider and if thought fit, to pass, the following resolution, with or without modification(s), as a Special Resolution:**

**"RESOLVED THAT** in accordance with the provisions of Section 31 of the Companies Act, 1956 and all other applicable provisions, if any of the Companies Act, 1956, the Articles of Association of the Company be and are hereby altered as follows:

After Article 3, the following new Article numbered 3A shall be inserted as under:

**3A : Issue of Securities**

The Company may issue Debentures, Debenture Stock or loan, loan stock, Global Depository Receipts (GDRs), American Depository Receipts (ADRs), Share Warrants or any other security convertible in to or exchangeable for the Shares of the Company or conferring the right to allotment or the option of right to call for allotment of shares of the Company, securities linked to Equity Shares, securities with Warrants, including Foreign Currency Convertible Bonds (FCCBs) and Foreign Currency Exchangeable Bonds (FCEBs) subject to, and in accordance with, applicable laws, including provisions of the Companies Act, 1956, the Securities and Exchange Board of India (SEBI) Guidelines, Regulations and instructions and subject to other applicable legal and regulatory provisions to any eligible person, including Qualified Institutional Buyers, Foreign / resident investors, Indian and or Multinational Financial Institutions, Mutual Funds, Banks, Non-Resident Indians, stabilizing agents and any other categories of investors, whether they be holders of shares of the Company or not."

The Register of Members and Share Transfer Books of the Company will remain closed on June 30, 2009 (one day).

By order of the Board

Place : Noida  
Date : June 18, 2009

**Jagdish Patra**  
Company Secretary

**Registered Office:**

Essel House, B-10,  
Lawrence Road, Industrial Area,  
Delhi - 110 035

**NOTES:**

1. **A member entitled to attend and vote at the meeting may appoint a proxy to attend and vote on a poll on his behalf. A proxy need not be a member of the Company.**  
**Proxies, in order to be effective, must be received at the Registered Office of the Company not less than 48 hours before the commencement of the Annual General Meeting.**
2. Corporate Members are requested to send to the Registered Office of the Company, a duly certified copy of the Board Resolution, pursuant to Section 187 of the Companies Act, 1956, authorising their representative to attend and vote at the Annual General Meeting.
3. Explanatory Statement pursuant to Section 173 (2) of the Companies Act, 1956, relating to the Special Businesses to be transacted at the Annual General Meeting is annexed.
4. *Additional information, pursuant to Clause 49 of the Listing Agreement with Stock Exchanges, on Directors, recommended by the Board of Directors for appointment/re-appointment at the Annual General Meeting forms part of the Report on Corporate Governance in the Annual Report.*
5. Members/Proxies should bring their Attendance Slips along with copy of the Annual Report to the meeting.
6. Members who are holding Company's shares in dematerialized form are required to bring details of their Depository Account Number for identification.
7. Queries on accounts and operations of the Company, if any, may be sent to the Company Secretary seven days in advance of the meeting so as to enable the Management to keep the information ready at the meeting.
8. All documents referred to in the accompanying Notice are open for inspection at the Registered Office of the Company on all working days, except Saturdays between 2 P.M. to 4 P.M. upto the date of the Annual General Meeting.
9. Members holding equity shares in physical form are requested to notify the change of address, if any, to the Company's Registrar and Share Transfer Agent, Sharepro Services (India) Pvt. Ltd., 13AB, Samhita Warehousing Complex, Second Floor, Sakinaka Telephone Exchange Lane, Off Andheri Kurla Road, Sakinaka, Andheri (East), Mumbai - 400 072, India.