

Leading the digital revolution



Forward-looking statements

In this annual report we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report contains forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expect', 'project', 'intend', 'plan', 'believe' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in assumptions.

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Leading the digital revolution



We are living in very exciting times. Courtesy the pace at which technology is evolving, we are witnessing radical transformation of the consumer behaviour, the society and the industry. The changing fundamentals of the industry demand changed organisations. Organisations, which reinvent themselves to keep pace with the changing times, think ahead to invent what is next, will eventually stay ahead of the curve. At SITI Cable, we are gearing up to take full advantage of digitalization by changing our strategy, organization structure, technological infrastructure, business processes and the most importantly the historical mindset of working in an analog environment, we are **leading the digital revolution!**

Creating value for customers



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our brand campaign **“Hum who dikhayein jo aap dekhna chahein”** is based on letting the consumers take the lead in choosing what they want to see. We are leading the change by enabling our consumers make informed choices regarding the channel packages

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The digitization of the cable T.V. has completely changed the way the television is now served, consumed or monetized. It has resulted in a drastic shift in consumer behaviour. They are no more shy of spending that much extra for an enhanced viewing experience and best-in-class services. At SITI Cable, we are constantly upgrading our channel offerings and service bouquet to provide our consumers with an uninterrupted access to entertainment. SITI Cable has an indispensable base of over 10 million viewers spread across the country.

Our leadership position is further strengthened by the fact that we are the only company in the sector to drive home revenues and profitability by keeping our pricing points in line with the consumers' likings. Choice, access and quality are critical to a consumer and our brand campaign "Hum who dikhayein jo aap dekhna chahein" is based on letting the consumers take the lead in choosing what they want to see. We are leading the change by enabling our consumers make informed choices regarding the channel packages.

As a consumer centric organization, our aim is to give our viewers the best experience ever. We are at all times bettering our service by constantly upgrading the headends to deliver better quality signals. Our Subscriber Management System, a first-of-its-kind in the industry, gives consumers the comfort of upgrading or downgrading package, activation or deactivation of services and making payments through an empowered LCO. With this, we are not just providing our consumers with the last mile touch points at their door step but are also ensuring a deep connect with them. Going forward, we intend to provide value added services like High Definition TV, Near Video on Demand and broadband to our consumers, starting with broadband. Like in offerings and services, in vision too we are leading the digital revolution.

Engaging with collaborators across the value chain



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*we gained the first mover advantage with the launch of ‘**Own Your Customer**’ system, that is further empowering our LCOs with real time access of subscriber billing; payment; account statement; activation; deactivation; up gradation; down gradation; packaging; and monthly collection of subscription revenue subscriber wise for every STB installed, online*

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In the cable T.V. industry, LCOs and broadcasters are important stakeholders. They hold the key to the success and growth of the industry; therefore, engaging them at every level becomes even more critical. With digitization coming into play, the need to upgrade our physical and human infrastructure has become the need of the hour.

Empowering our LCOs with the best-in-class technologies and systems is resulting in their improved productivity and call-to-action time. By staying agile to the customer demands and complaints, the LCOs are better placed to tap additional business opportunities and expand their consumer base. We gained the first mover advantage with the launch of 'Own Your Customer' system, that is further empowering our LCOs with real time access of subscriber billing; payment; account statement; activation; deactivation; up gradation; down gradation; packaging; and monthly collection of subscription revenue subscriber wise for every STB installed, online.

With its differentiated approach SITI Cable gave STBs on concessional charges and remained averse to offering free-of-charge STB proposition. Courtesy this transparent business approach, SITI Cable was able to offset the capital cost of STBs and led among its peers. Further, SITI Cable is the first company among industry peers to have realized subscription revenue from ground adding to overall revenue growth. The revenue growth enabling a healthy cash flow and profitability in today's demanding times of our industry.

Friendly terms of trade with business partner together with pioneering business practices and technological edge has helped SITI Cable bring industry value chain together for even stronger industry relations. Under the dynamic industry landscape SITI Cable has adhered to all regulatory compliances leading to healthy business practices. SITI Cable was the first to launch the subscriber packaging & started collecting the revenue from the ground.

By increasing the focus on Digital Addressable System (DAS) Interconnect, we are deepening our engagement with other collaborators in the value chain namely the broadcaster and distribution syndicates. Our initiative to have strategic arrangements with broadcasters and content aggregators has paid us rich dividends and to further our resolve of long-term growth we are aggressively scouting for more such collaborations.

By engaging with collaborators, we are leading the digital revolution.

Unlocking potential for long-term growth



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we are of the understanding that a strong brand name is not just about getting the target market to choose you over the competition, but it is about getting your prospects to be seen as the only one that provides a solution

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With the single-minded proposition of dominating the digitization market, we are further strengthening our presence where we recently expanded footprints. The markets of Bhopal, Jabalpur, Ujjain, Indore, Jaipur, Patna, Guwahati and Pune are the current focus pockets apart from garnering market share in phase I cities where digitization is nearing completion. At present, we are present in 60 cities and in coming time we see our reach expanding further, taking the current tally up by a considerable margin.

At SITI, we are of the understanding that a strong brand name is not just about getting the target market to choose you over the competition, but it is about getting your prospects to be seen as the only one that provides a solution. Therefore, we are making every effort to further enhance brand SITI and leverage on its strength as an innovative, transparent and trendsetter among the current crop of players. From WWIL the brand was rechristened as SITI Cable Network Ltd. in order to associate with the brand already popular across the stakeholder group and to be able to connect more strongly with the business core i.e. Cable TV Distribution (SITI Cable).

SITI Cable has seeded over 3 million STB's in phase I & II. Phase III provides a potential of another 7 to 8 million boxes and your company is appropriately positioned to take full advantages of the same. In addition, our robust Cable network and IP connectivity provides us platform to launch Broadband and other VAS.

SITI Cable's strong business foundations and tremendous growth potential were further reinforced during FY13. SITI Cable got fresh funds infusion from one of the promoter group company to the tune of ₹324 crores, of which ₹81 crores were already received in FY13. The fund infusion from promoters through share warrants brings significantly long-term stability as against strategic investments widely scouted for in the industry.



Chairman's Message

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The ongoing digital revolution in Indian Cable TV distribution industry is set to bring in all round gains for the entire industry value chain. Digitization will transform the way television is seen, consumed and marketed

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