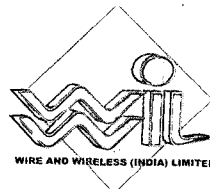
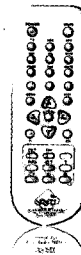
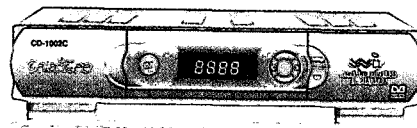




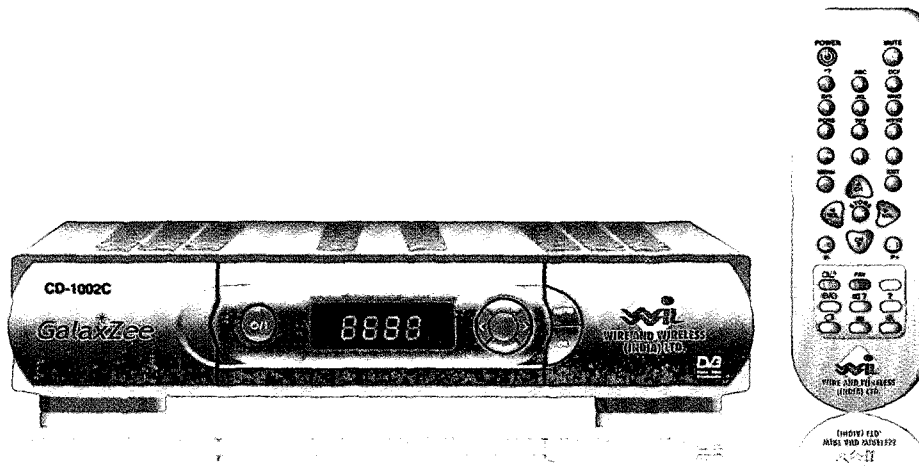
Report  junction.com

## HOME ENTERTAINMENT FOR THE WHOLE FAMILY



WIRE AND WIRELESS (INDIA) LIMITED

ANNUAL REPORT 2006-2007



## CONTENTS

▷	Chairman's Statement	2
▷	Highlights	5
▷	Bouquet of Services	6
▷	Reach	8
▷	Financials	9



## VISION [reportjunction.com](http://reportjunction.com)

To be India's pre-eminent Supplier of Television content to viewers belonging to all regions and linguistic denominations.

Harnessing the latest technology and bringing to bear the best available resources to provide television viewers world-class services backed by outstanding customer support.

As a Corporation, we will be profitable, productive, creative compliant and financially sound with care and concern for all stakeholders.

# CHAIRMAN'S STATEMENT

Dear Shareholders,

It gives me a great pleasure to present before you Company's maiden audited financial results for the period from March 24, 2006 to March 31, 2007. Digitalisation is driving a complete makeover of the Indian Entertainment Industry. The present scenario offers new challenges and opportunities to all the players.

## Industry Outlook and Potential:

Indian Media and Entertainment Industry has witnessed double-digit growth in the past few years and this is expected to further increase in the coming years. As per the FICCI-PwC report released in March 2007, with the Indian economy riding high on growing income levels, consumerism, technological improvements and greater investments, the media and entertainment sector is expected to cross a turnover of Rs. 100,000 Crores by 2011 from the present Rs. 43,700 Crores thereby registering 18 per cent compounded annual growth.

Television remains the most popular medium for Indian households and the favourite form of entertainment for the Indian population. The Television market has experienced significant growth since the industry was deregulated in 1992. However, despite this strong growth, TV penetration

stands at approximately 55% of households, much lower than that of developed markets. This lower penetration throws up a high growth opportunity in the coming years.

The turnover of the television industry is projected to grow by 22 per cent to Rs. 51,900 Crores by 2011 from the current size of Rs. 19,100 Crores. This will include both subscription and advertising revenues. "Subscription revenue is projected to be the key growth driver for the Television industry as the pay TV homes will increase from 71 million to over 100 Million in next four years," per the FICCI-PwC report.

The television market from a distribution and subscription perspective is divided into three categories viz: Terrestrial Television, Cable Television and Direct To Home Broadcasting. With Digital Cable television and Direct To Home and to a limited extent IPTV coming into their own, and the regulators effort to roll out Conditional Access System (CAS), the subscriber will be able to enjoy superior quality customized content at affordable prices. At the same time this will allow for all the participants in the distribution chain to realize their fair share of the subscribers rupee by generating transparency in the broadcaster – MSO – local cable operator-subscriber relationship. The CAS is shortly expected to be extended to cover the 3 metros of Delhi, Mumbai and Kolkatta fully and over the next 2 years expected to be rolled out to an additional 55 cities.

## Digital Cable Services:

Amongst the alternate distribution modes, Digital cable has a host of advantages that make it the preferred choice of the consumer.

- ▷ The cable is already in place in almost all the C&S households and therefore does not require any additional installation except connecting a Set Top Box. This also makes it more economical for the subscriber.
- ▷ Digital cable is capable of delivering more than 1000 channels through a Set Top Box on any TV set of any make, any age. This is 5 fold more than other modes







of distribution offer, allowing cable households to view all the existing channels and all the new channels that are expected to be launched.

- ▷ Digital cable is able to offer local city channels covering local events that are of interest to viewers only in the city.
- ▷ In addition Digital cable offers all the benefits of a digital signal that DTH , IPTV etc. offer like:
  - Enhanced quality of transmission like DVD quality pictures & clear sound,
  - Flexibility of paying only for what they actually watch,
  - Multilingual function,
  - Electronic Program Guide, is our always available guide, enabling viewers to view programs, information and other options of interest without disrupting the program they are viewing,
  - Information Banners on screen allows the viewer to browse the schedule listing for the channel they want to watch.
  - Program Reservations & Reminders,
  - Parental Controls allows the subscriber to set password and block channels with certain ratings from being viewed.

#### WWIL Advantage:

In the context of Cable TV, your Company enjoys some unique advantages such as;

- ▷ WWIL is a part of ESSEL Group, which has diverse National & Global business interests encompassing media programming, broadcast & distribution, specialty packaging, entertainment, telecom and trading with a market capitalization of over \$ 1.7 Billion.
- ▷ WWIL is the largest Multi System Operator (MSO) in Indian Cable Industry, the principal mode for distribution of Television Channels. Multichannel News International has rated Siticable Network Limited, the Company from whom your Company had acquired cable business undertaking, as the second largest cable network in Asia.
- ▷ The company has a presence in 43 cities of India with 76 head ends and 4000 Franchisee Local Cable Operators, the widest presence amongst all MSOs. It provides services in both the analogue and digital mode.
- ▷ In the digital mode WWIL offers over 150 channels to its subscribers. Customer service is the cornerstone of success in the Digital TV era and will provide the



# WWIL IS THE LARGEST MULTI SYSTEM OPERATOR (MSO) IN INDIAN CABLE INDUSTRY, THE PRINCIPAL MODE FOR DISTRIBUTION OF TELEVISION CHANNELS.

key differentiation. WWIL has already set up 24X7 multi-lingual call centres in each of the 3 metros to provide consumers seamless best-in-class customer care. These call centres take customer calls, follow till problem resolution and call back the customer to ensure satisfaction. Information from each call is collated and analysed to ensure continuous improvement in services.

- ▷ WWIL is in the process of being the first Company in India to launch Headend In The Sky (HITS), a radically new way to provide consumers with digital cable services.

## WWIL Team:

Based on the recommendations of Hay Group—well known experts in the field of Human Resources ,the

Company is organising itself. We have brought in high caliber professionals from the cable and media industry as also from other industries and set up a strong team at the Company's Head Office in Mumbai and at the 7 Regional Offices .The team has been built keeping in view the huge growth opportunities before us in the digital cable business.

## Corporate Governance:

Your Company's commitment to strong values and business ethics, coupled with its article of faith to augment shareholder value, is at the core of its Corporate Governance Policy. The Company believes that good governance is not just rule driven, but involves voluntary adoption of international best practices. This is done in the Company through ensuring transparency in corporate disclosures, high quality of accounting practices and adhering to the highest level of business ethics.

## Future Strategy:

As touched upon earlier, digital TV is driving a structural change in the distribution of Television. We expect that over 50% of all Indian Household will be digitally connected by 2011, an estimated 56 million households. Digital Cable is expected to garner 70% share of these digitally connected Households. WWIL being the largest MSO in India is gearing up from a customer service, technology, operations and people perspective to take full advantage of this. The opportunity coupled with WWIL preparation for it augurs well for your Company's future.

Thanking you,

SUBHASH CHANDRA  
21<sup>st</sup> August 2007



## HIGHLIGHTS

Report  junction.com

- ▷ WWIL is India's largest Multi System Operator (MSO) in the cable industry.
- ▷ The Company has taken over the cable business of Siti Cable, a 100% subsidiary of Zee Telefilms Ltd. through the demerger route.
- ▷ WWIL has 6.7 Million subscribers across 43 cities of India and operates 76 headends.
- ▷ The WWIL operating network includes over 4000 franchisee operators called LCOs.
- ▷ WWIL has seven regional offices and around 475 employees.





# BOUQUET OF SERVICES

## GENERAL ENTERTAINMENT

Zee TV

Star Plus

Sony

Sahara One

Zee Smile

SAB TV

Star One

## KIDZ

Cartoon Network

POGO

Nick

Animax

Hungama

Toon Disney

Disney Channel

## HINDI MOVIES

Zee Cinema

Filmy

Sony

Zee Premier

Zee Smile

B4U Movies

Star One

## BIZ NEWS

Zee Biz

CNBC Awaaz

CNBC TV 18

NDTV Profit

## MUSIC (HINDI & ENGLISH)

Zee Music

ETC

MTV

VHI

## ENGLISH GENERAL ENTERTAINMENT

Discovery

Animal Planet

Travel & Living

NGC



## INFOTAINMENT, LIFESTYLE, GAMING & RELIGIOUS

Discovery

Animal Planet

Travel & Living

NGC

## SPORTS

Zee Sports

TEN Sports

Set Max

ESPN

Star Sports

## REGIONAL CHANNELS

Zee Marathi

Zee Gujarathi

ETV Gujarathi

Zee Bangla

24 Ghante

ETV Bangla

ETV Urdu

Zee Punjabi

Zee Telugu

ETV Telugu

Zee Kannada

ETV Kannada

## HINDI & ENGLISH NEWS

Zee News

NDTV 24x7

CNN IBNZ

## INTERNATIONAL NEWS

BBC

CNN

# WWIL PRESENCE

