

bringing entertainment to life!



Wire and Wireless (India) Limited is one of the India's largest Multi System Operator (MSO). With 50 analogue and 7 digital head ends, it provides its cable services in 54 cities of India. Wire and Wireless (India) Limited is a part of the Essel Group, which is amongst India's most prominent business houses with a diverse portfolio of assets in media, packaging, entertainment, technology-enabled services, infrastructure development and education.

Wire and Wireless product offers include, Analogue Cable, Digital Cable Television, Broadband and Local Television Channels. Wire and Wireless has been providing services in analogue and digital mode, having technical capability to provide features like Video on Demand, Pay per View, Electronic programming Guide (EPG), gaming through a Set Top Box (STB) and IPTV. All products are marketed under SITI brand umbrella.

For More information about WWIL and its businesses, please log on to www.wwil.net



MISSION

In every sphere of personal and corporate life, somebody got to lead; somebody got to show the way.

In media and entertainment, WWIL has taken on that responsibility, having revolutionized the way India looks at television.

A Zee network enterprise Wire and Wireless, reaches 54 cities across India through 400 centres, 4000 LCO partners, and 50 analog and 7 digital headends. A diverse product offering puts the Company ahead of the competition – Analog and Digital cable television, Broadband, Video-on-Demand, Pay Per View, Electronic Programming Guide and Gaming via STB.

Wire and Wireless is a pioneer many times over. It is India's No.1 Cable Television Company. Largest MSO in the cable industry. First in Asia to launch Headend-in-the-Sky (HITS) technology.

VISION

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

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

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

Wire and Wireless is a pioneer many times over. A company of firsts. Not just first in entertainment, but also where entertainment comes first.

CHAIRMAN'S STATEMENT



Dear Shareholders,

Your company completes four years in the high growth sector of cable television services. While our business was established way back in 1995 as Siticable, your company, in its new *avatar* of Wire and Wireless (India) Limited (WWIL), continues to be the leading Multi System Operator (MSO) and is poised to play a pivotal role in the Indian cable TV industry.

Indian Media Sector

According to FICCI-KPMG Indian Media & Entertainment Industry Report, Indian Media and Entertainment (M&E) sector has also passed through a period of turmoil due to the global economic slowdown which saw shrinking advertising budgets of the corporate world. Advertisement spends grew at Compounded Annual Growth Rate (CAGR) of 10 per cent in the past three years. Though advertising remained flat in 2009, it is expected to exhibit a robust CAGR of 14 percent over the next five years.

The year 2009 was marked with innovation with a focus on cost efficiencies across sectors, borne out of sheer necessity to combat the pressure on the bottom lines, also newer content formats and strategies adopted by the players in the industry helped ensure that customers had more choices, which led to the evolution of the industry.

TV is the largest segment of the Indian M&E industry with a size of INR 257 billion in 2009. TV remains an attractive medium due to its large reach of 500 million viewers. In addition to broadcasting, TV distribution has evolved greatly with the growth of digital mediums and associated offerings to the viewers like Digital cable, Direct to Home (DTH), etc.

Cable Services Industry

The cable TV industry has experienced encouraging growth and mindshare over the last few years and has a

good potential for further growth. The television content distribution market in India is undergoing sweeping transformations. True convergence over cable is round the corner, which will enable viewers to enjoy the benefits of watching movies and TV shows, surfing the Internet and making telephone calls without leaving the comfort of their sofas and television screens.

Despite being an immensely profitable sector that generates annual revenues in excess of Rs.10,000 crore (US\$ 2 billion), the fragmented and unorganized cable TV sector has attracted little investment in the past. The primary reason for this has been the massive under-reporting of subscriber numbers which adversely impacts the broadcasters' revenues.

The total number of TV households grew from 123 million in 2008 to 129 million by the end of 2009, showing an increase of 5 percent. Currently TV penetration in India is much lower as compared to some of the developed markets which are almost fully penetrated. The total number of Cable & Satellite (C&S) households grew at a faster rate of 10 percent from 86 million to 95 million. A large part of this growth came from the digital homes being added.

WWIL Performance

FY 2010 has been a very significant year for us that saw improvements across a number of areas. WWIL, one of India's largest Multi System Operators (MSOs) became EBITDA positive in Analog business. The Subscriber Management System (SMS) was successfully migrated to a more robust platform and the backend processes were strengthened and streamlined in Conditional Access System (CAS) cities of Delhi, Mumbai and Kolkata.

Through the year, the activity-focus at WWIL has been oriented towards enhancing efficiencies by exploiting every opportunity to streamline operations, realign corporate and

regional functions, reducing over head costs and making the company's leadership accountable for core service lines by enhancing effective customer centric initiatives.

WWIL, was the only company in India distributing the Headend-in-the-Sky (HITS) satellite signals. While conceptually, the HITS platform was expected to help quicken the pace of digitization in the country, but various issues, which *inter alia* included the absence of a clear tariff and content policy, led to a slower than expected roll out of the services. Due to regulatory non-support and absence of conducive Government policies, HITS has been suspended w.e.f. 31st March 2010.

WWIL however, continues to focus on acquisition and consolidation of analogue business and digitization in CAS and non-CAS areas, across India. In the analogue business, the Company plans to target key markets where WWIL operates. We started business in some of new territories like Bilaspur and Korba in Chhattisgarh, Dhanbad in Jharkhand and further we strengthened our presence in Hyderabad, Raniganj, Asansol, Krishnanagar, Bankura in West Bengal and Lucknow in Uttar Pradesh.

Corporate Governance

The Company's continued 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. We believe that good governance is not just rule driven, but involves voluntary adoption of global best practices. This is achieved in the Company by ensuring transparency in corporate disclosures, high quality of accounting practices and adhering to the highest level of business ethics. To further improve our operating procedures and bring in the leading business practices, Wire and Wireless has successfully implemented the SAP ERP System.

Looking ahead

According to Media Partners Asia (MPA), India is set to become Asia's leading cable market by 2010, and the most lucrative pay television market by 2015. In addition, new technologies and resurgent economy will help double the revenues in Indian television industry. Analogue would continue to remain the dominant technology over the coming decade and cable is expected to remain the core advertising platform for television.

Cable in India today, is the dominant last mile pipe, connected to 20 million more homes than fixed line telephony. Almost 60 per cent of homes owning a TV set subscribe to cable TV. Connecting an estimated 71 million homes already, cable is slated to further establish its status as the leading last mile network, serving more than 100 million TV homes by 2010.

India will overtake Japan, Australia, Hong Kong and South Korea to become the second largest digital cable TV home market in the Asia Pacific region. However, these growth plans largely depend on factors like having a more liberal FDI policy for cable operators, a focused plan for digitization, greater clarity on HITS guidelines and a licensing framework for last mile cable operators.

Wire and Wireless, being the market leader in digital cable is all set to take advantage of this changing industry scenario. The unfolding opportunity coupled with our readiness to execute augurs well for your Company's future.

We thank you for your continued support and the confidence you demonstrate through your continued investment.

Subhash Chandra
Chairman

HIGHLIGHTS

➡ Wire and Wireless is India's largest **Multi System Operator** (MSO) in the cable industry.

➡ In the digital mode, Wire and Wireless **offers upto 225 channels** to its subscribers.

➡ Wire and Wireless has presence in **54 cities** of India.

➡ Wire and Wireless operating network includes over **4000 franchisee** operators called LCOs.

➡ Wire and Wireless has **9 regional offices** with over **400 employees**.



OUR PRESENCE



Main Regions

ANDHRA PRADESH 1. Tenali 2. Hyderabad 3. Secunderabad 4. Guntur 5. Tirupati 6. Vishakhapatnam 7. Vijayawada	JHARKHAND 17. Ranchi 18. Jamshedpur 19. Dhanbad KARNATAKA 20. Bangalore 21. Mysore KERALA 22. Kochi 23. Thiruvananthapuram MAHARASHTRA 24. Mumbai 25. Kamptee 26. Nasik 27. Kalyan ORISSA 28. Bhubaneswar PUNJAB 29. Chandigarh 30. Ludhiana 31. Amritsar 32. Jalandhar	UTTAR PRADESH 33. Lucknow 34. Kanpur 35. Mughalsarai 36. Varanasi 37. Noida 38. Greater Noida 39. Allahabad 40. Agra WEST BENGAL 41. Kolkata 42. Raniganj 43. Durgapur 44. Asansol 45. Purulia 46. 24 North Paraganas 47. 24 South Paraganas 48. Howrah 49. Nadia 50. Murshidabad 51. Hoogly 52. Midnapore 53. Krishnanagar 54. Bankura
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Graphical representation of map. Not to scale.

BOUQUET OF CHANNELS

GENERAL ENTERTAINMENT

1. Zee TV
2. Star Plus
3. Sony
4. Sahara One
5. SAB Tv
6. Star One
7. DD -1 National
8. Star Utsav
9. Zoom
10. 9X
11. Colors
12. NDTV Imagine
13. DD INDIA
14. BINDAS
15. DD -2
16. Play TV
17. Zee Next
18. E24
19. Firangi

HINDI MOVIES

20. Zee Cinema
21. SET Max
22. Star Gold
23. Zee Action
24. Zee Premier
25. Sahara Filmy
26. B4U Movies
27. Zee Classic
28. Zee Smile
29. UTV Movies
30. Bindass Movies

HINDI NEWS

31. Zee News
32. Aaj Tak
33. NDTV India
34. Star News
35. India TV
36. DD News
37. DD Loksabha
38. DD Rajyasabha
39. News 24
40. Sahara Samay Mumbai
41. Sahara Samay NCR
42. Sahara Samay MP
43. Sahara Samay Rashtriya
44. Aaj Tak Tej
45. Live India
46. IBN 7

47. NDTV Tez
48. Dilli Aaj Tak
49. S1 Channel

ENGLISH NEWS

50. NDTV 24X7
51. Headlines Today
52. Times Now
53. CNN IBN
54. CNN
55. BBC World
56. News X
57. Channel News Asia

BUSINESS NEWS

58. Zee Business
59. CNBC Awaaz
60. CNBC TV 18
61. NDTV Profit
62. UTVi News

ENGLISH MOVIES

63. Zee Studio
64. Star Movies
65. HBO
66. Set PIX
67. World Movies
68. The MGM
69. NDTV Lumiere
70. Turner Classic Movies
71. WB Movies

ENGLISH ENTERTAINMENT

72. AXN
73. Star World
74. Zee Café

LIFE STYLE AND HEALTHCARE

75. Zee Trendz
76. FTV
77. Discovery lifestyle
78. Discovery Travel and Living
79. NDTV Good Times
80. NDTV Imagine Showbiz

FOREIGN CHANNELS

81. Russia Today
82. Nepal 1
83. TV 5

SPORTS CHANNELS

84. Zee Sports
85. ESPN
86. Star Sports
87. Ten Sports (India)
88. Neo Sports

89. Neo Cricket
90. Neo Sports Plus
91. DD Sports
92. Star Cricket

MUSIC CHANNELS

93. Zee Music
94. ETC
95. Channel V
96. MTV India
97. B4U Music
98. Music India
99. VH-1

100. Enter 10

101. 9X Music
102. Maa Music
103. Yo Music

EDUCATIONAL / SCIENCE

104. Discovery
105. Animal Planet
106. National Geographic Channel
107. The History Channel
108. DD Gyandarshan - 1
109. DD Gyandarshan -2

KIDS CHANNEL

110. Cartoon Network
111. Nicklodeon
112. Hungama
113. Pogo
114. Animax
115. Disney
116. Toon Disney
117. Boomerang

REGIONAL CHANNELS

Bengali/Oriya/ Assamese

1. Zee Bangla
2. Star Jalsa
3. ETV Bangla
4. 24 Ghanta
5. DD 7 Bangla
6. Sangeet Bangla
7. DD Oriya
8. ETV Oriya
9. ETV Bihar
10. Star Ananda
11. Akash Bangla
12. Tara Music
13. Tara Bangla
14. Tara News

15. DD West Bengal
16. Kolkata TV
17. NE TV
18. ETV Assam

Marathi/ Gujarati

19. IBN – Lokmat
20. Zee 24 Taas
21. Zee Marathi
22. Zee Gujarati
23. ETV Marathi
24. DD Sahyadri
25. Mi Marathi
26. Zee Talkies
27. DD Marathi
28. Star Majha
29. ETV Gujarati
30. DD II – Gujarati

Tamil

31. Sun TV
32. K TV
33. Raj TV
34. Raj Plus Digital
35. Jaya TV
36. Star Vijay
37. Sun News
38. DD Podhigai
39. Sun Music
40. SS Music
41. Kalingar TV
42. Zee Tamil
43. Chutti TV
44. Jaya Plus
45. Jaya Max
46. ETV Tamil

Telugu

47. DD Saptagiri
48. Zee Telugu
49. Gemini Music
50. Gemini TV
51. Teja TV
52. Gemini News
53. Maa TV
54. ETV
55. ETV 2
56. TV 9 Telugu
57. Vissa TV
58. Adithya TV
59. Teja News
60. 24 Ghantalva

Malayalam

61. Surya TV
62. Kiran TV
63. Asianet
64. Asianet News
65. DD Malayalam
66. Kairali TV
67. Kairali People
68. Amrita
69. Asianet Plus
70. India Vision
71. Isai Aruvi
72. Jeevan TV
73. ETV Malayalam

Kannada

74. Zee Kannada
75. Udaya TV
76. Udaya Movies
77. Ushe TV
78. ETV Kannada
79. Udaya Varthegalu
80. DD Chandana
81. Udaya – 2
82. TV 9 Kannada
83. Kasturi

Punjabi/Hindi

84. Zee Punjabi
85. ETC Punjabi
86. DD Punjabi
87. MH 1
88. DD Bharti
89. DD INDIA
90. DD Urdu
91. DD Kashmir
92. Mahua TV
93. Time TV
94. ETV Punjabi
95. ETV UP
96. ETV Urdu
97. ETV M.P.
98. ETV Rajasthan

SPIRITUAL CHANNELS

99. Zee Jagran
100. Aastha
101. Sanskar
102. God TV
103. Sadhana
104. Miracle Net
105. MH 1 Shraddha

106. Shalom Television

RADIO PROGRAMMES

107. AIR Bangla
108. AIR Gujarati
109. AIR Hindi
110. AIR Punjabi
111. FM Gold
112. AIR Kannada
113. AIR Telugu
114. AIR Marathi
115. FM Rainbow Bangalore
116. FM Gold Mumbai
117. FM Rainbow
118. FM Rainbow Chennai

LOCAL CHANNELS

119. SITI Delhi
120. SITI Amritsar
121. SITI Ludhiana
122. SITI Chandigarh
123. SITI Jalandhar
124. SITI Hissar
125. SITI Rohtak
126. SITI Kanpur
127. SITI Kolkata
128. SITI Bangaluru
129. SITI Kochi
130. SITI Trivandrum
131. SITI Filmy/ Filmi
132. SITI Cinema
133. SITI Music
134. SITI Movies
135. SITI Dharmik
136. SITI Gurbani
137. SITI Desi
138. SITI Aradhana
139. SITI Magicbox
140. SITI Jukebox
141. SITI Blockbuster
142. SITI Text
143. SITI Music
144. SITI Telugu

OTHER FTA CHANNELS

1. Azad News
2. Bloomberg TV
3. Balle Balle(Music)
4. Care TV
5. Daystar
6. Enter 10

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Bankers

IDBI Bank Limited
Axis Bank Limited
Canara Bank

Subsidiary Companies

Indian Cable Net Company Limited
Central Bombay Cable Network Limited
Siticable Broadband South Limited
Wire and WirelessTisai Satellite Limited
Master Channel Community Network Private Limited

Registrar & Share Transfer Agent

Sharepro Services (India) Private Limited
13 AB, Samhita Warehousing Complex, 2nd Floor,
Sakinaka Telephone Exchange Lane, Off Andheri-Kurla Road,
Sakinaka, Andheri (East), Mumbai – 400 072. India.

Website: www.vvnil.net

BOARD OF DIRECTORS

Subhash Chandra
Chairman

B. K. Syngal
Independent Director

Sureshkumar Agarwal
Independent Director

Parminder Singh Sandhu
Independent Director
(with effect from March 25, 2010)

Amit Goenka
Whole-time Director

Arun Kapoor
Director

Company Secretary
Samir Raval

Auditors
S. R. Batliboi & Associates
Chartered Accountants

Registered Office
Continental Building,
135, Dr. Annie Besant Road,
Worli, Mumbai - 400 018.

Corporate Office
Building No. FC 19, Gate No. 3,
Sector 16A, Film City,
Noida (UP) - 201 301.

SENIOR MANAGEMENT

Sudhir Agarwal
Chief Executive Officer (CEO)

Raj Kumar Agarwal
Chief Financial Officer (CFO)

Sanjay Jindal
Vice President - Technical

Shabd Swarup Sinha
Vice President - Information Technology

Rajiv Ganju
Vice President - Customer Services &
Process Improvement

Neeraj Soni
Vice President - Content & Programming

Harpreet Datta
Vice President - Human Resources

T K Choudhary
Head - Corporate Affairs and
Administration