



Wire and Wireless (India) Limited

India's Leading Cable TV Company

**Corporate Presentation
February 2007**

	Slide No.
➔ About WWIL	2
➔ TV market size	7
➔ Competitive scenario	9
➔ Our business model	12
➔ Our plans	18
➔ Investment summary	20
➔ Annexure	22

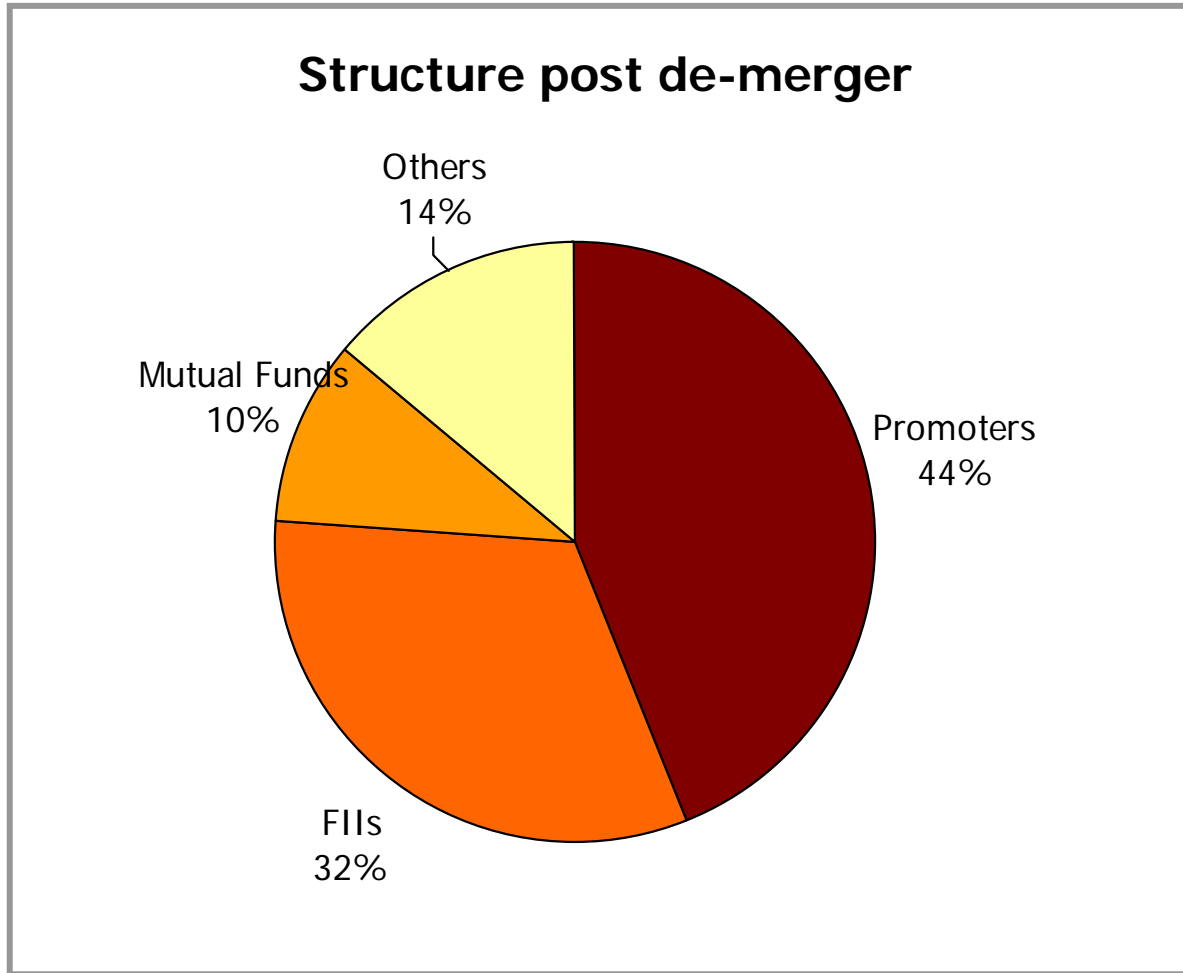


Ready for triple play

- ➔ WWIL is India's largest Multi System Operator (MSO) in cable industry.
- ➔ WWIL has taken over the cable business of Siti Cable, a 100% subsidiary of Zee Telefilms Ltd through demerger route.
- ➔ WWIL is present in 35 cities (now 43) of India. Operates 52 headends.
- ➔ It operates through set of 4000+ franchisee local operators called LCOs
- ➔ WWIL has 200+ independent head-end as its affiliates.
- ➔ It has 7 regional offices and over 500 direct and indirect employees



India's largest MSO



TELEVISION MARKET ESTIMATES			
Year to 31 Mar	2007E	2011E	2015E
1 No. of HHs in India (mn) CAGR of 2.5 % to 2015	215	238	262
2 No. of TV HHs (mn) TV penetration in India CAGR of 5% to 2015	117	151	174
3 No. of C&S HHs (mn) C&S penetration in TV HH CAGR of 8% to 2015	68	107	125
4 No. of Analogue Cable HHs (mn) Penetration as % TV HHs in India CAGR of 0% to 2015	64	71	64
5 No. of DTH HHs, excl. FTA (mn) Penetration as % TV HHs in India CAGR of 37% to 2015	2.6	17.4	31.3
6 No. of Other Digital HHs (mn) Penetration as % TV HHs in India CAGR of 43% to 2015	1.7	18.2	30.2
7 Market Share in C&S HHs			
Analogue Cable	93.7%	66.7%	51.2%
Other Digital HHs	2.5%	17.0%	24.0%
DTH HHs	3.7%	16.3%	24.9%
Total	100.0%	100.0%	100.0%

➔ Existing revenue of \$4 bn on cable

➔ 3X of Ad spends!

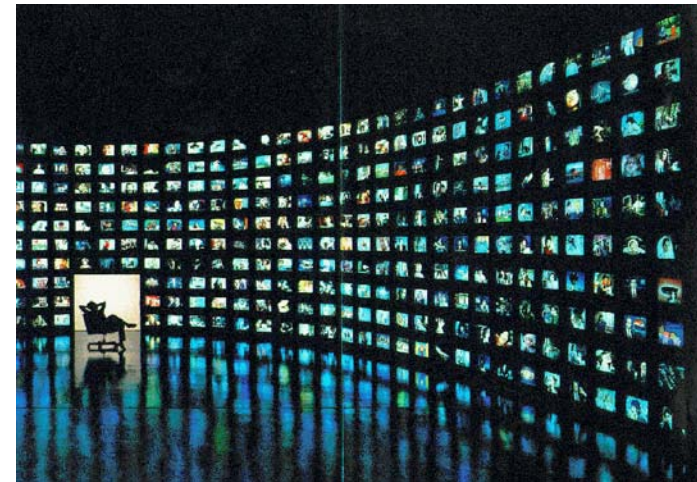
➔ Fragmented market

➔ Poised for digitization

➔ Driven by

- ▶ Technology – DTH, Telcos
- ▶ Regulatory - CAS
- ▶ Customer need for better quality

- ➔ There would be an estimated 89 million (excluding DTH) homes connected to cable by 2011, accounting for 59% of the total television households in that year.
- ➔ ARPU expected to be Rs 470 (USD 10) in 2011. Lower than comparable economies, where it is currently more than USD 12.
- ➔ Subscription revenues accruing to industry would amount to Rs 500 billion (USD 10.7 billion).
- ➔ At 25% EBITDA margin, Industry would be making an EBITDA of Rs 125 billion (USD 2.7 billion).



A big industry is emerging

- ➔ There are 8 large MSOs (3 national player) in cable arena and 7,000 independent headends serving 40,000. LCOs
- ➔ These independent headends control 70% of the market
- ➔ Besides WWIL - Hathway, Incable, Sumangali, Ortel are existing large MSOs
 - Hathway has presence in Mumbai, New Delhi , Chennai, Bangalore , Hyderabad and some other cities. Claims 5 million subscriber base
 - Incable has presence in Mumbai, Delhi, Nagpur, Bangalore. Claims 3 mln subscriber base
 - Sumangali is a regional player in Chennai and other parts of Tamil Nadu having estimated subscriber base of 1.5 million
 - Ortel is a regional player in Orissa with a subscriber base of 0.5 million
- ➔ Small players are getting consolidated with large players
- ➔ Telcos are also vying for centre-stage

