



Investor Update- March, 2010

## **Suspension of HITS Operations**

**Noida, India – March 2010:** Dish TV India Limited – the provider of HITS digital signals has informed Wire and Wireless (India) Limited (WWIL) that it is discontinuing its HITS operations with effect from March 31, 2010, because of certain regulatory constraints arising out of recently announced HITS Policy.

In view of Dish TV India Limited discontinuing its HITS operations with effect from March 31, 2010, WWIL is forced to discontinue/suspend the HITS digital signals being provided by it to its subscribers through its various affiliates, with effect from March 31, 2010, since the HITS signals will not be available to WWIL from the HITS service provider.

WWIL, one of India's largest Multi System Operators (MSOs) is the only company in India which was hitherto distributing the HITS satellite signals for the last 23 months after receiving the same from Dish TV India Limited. While conceptually the HITS platform is expected to help quicken the pace of digitization in the country, various issues which inter alia include the absence of a clear tariff and content policy led to a slower than expected roll out of the services. Given the lack of economic viability of running HITS in its present form, it has been decided to suspend HITS operations till a more congenial regulatory environment emerges.

WWIL would continue to focus on acquisition and consolidation of analogue business and digitization in CAS and Non CAS areas, across India.

### **About Wire and Wireless (India) Limited**

Wire and Wireless (India) Limited is one of the India's largest Multi System Operator (MSO). With 73 analogue and 5 digital head ends, it provides its cable services in 189 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.