



SITI CABLE NETWORK LIMITED

Performance Highlights for Q1 2015

- 1. Revenue growth of 46% at Rs. 2110 million in Q1 2015**
- 2. EBITDA growth of 16% at Rs. 363 million for Q1 2015**
- 3. Digital Subscriber Base increased to 4.3 million.**

Q1 FY2015- Highlights

- ❖ Total revenues for the first quarter ended June 30, 2014 was Rs. 2110 million as compared to Rs. 1441 million during corresponding quarter last fiscal, recording a growth of 46 %.
- ❖ The consolidated operating profit (EBITDA) for the first quarter ended June 30, 2014 was Rs. 363 million as compared to Rs. 312 million during corresponding quarter last fiscal.
- ❖ Subscription revenue at Rs. 1057 million as compared to Rs. 321 million same quarter last fiscal recorded a remarkable growth of 229%.

Mumbai, India; Aug 12, 2014 – The Board of Directors of SITI Cable Network Limited (SCNL) (BSE: 532795, NSE: **SITI CABLE** EQ) in its meeting held today, has taken on record the unaudited consolidated financial results of the Company and its subsidiaries for the quarter ended June 30, 2014. The total revenues for the quarter were Rs 2110 million and operating profit (EBITDA) was Rs. 363 million.

Commenting on the results of the company, Mr. Subhash Chandra, Chairman stated, "The performance during the quarter reflects the investment that SITI is making to grow its business and market share. This has been accompanied by a strong improvement in both top line and bottom line growth of the company during the quarter due to continued emphasis on providing quality services to our consumers and superior technological support to our business partners. Mr Chandra further mentioned that Broadcasters, MSO's and Local Cable Operators have to work together for improvement in Consumer ARPU's, which will ensure a significant improvement in the health of the overall media industry and its stakeholders".

Mr. V D Wadhwa, Chief Executive Officer, SITI Cable commented, "We continue to focus on improvement in quality of our services to our viewers and improvement in our subscription revenues. The results for the quarter are reflective of these efforts. The subscriber revenue during the quarter has shown robust growth of 229% and with the starting of package billing in DAS II cities and likely roll out of digitization in phase III & IV, it is set to further improve in the coming quarters".



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Commenting on the changes in the industry landscape, Mr. Wadhwa added, these are challenging but exciting times and the entire industry is going through a major overhaul and Siti Cable is playing a crucial role in taking the lead in introduction and implementation of the best practices for improvement of overall health of the industry and garnering the support of other MSO's as well in its efforts, which will eventually result in significant improvement in the financial performance of all the stakeholders".

Condensed consolidated statement of operations – 1Q FY2015

The table below presents the condensed statement of consolidated operations for SITI Cable Network Limited and its subsidiaries for the first quarter of FY2015, as published:

Siti Cable - Consolidated (Rs. Million)	Q1 FY2015	Q1 FY2014	% of Total Revenue		% Growth
			Q1 FY2015	Q1 FY2014	
Net Operating Revenues	2090.2	1416.0	99%	98%	48%
Other Income	20.2	25.5	1%	2%	-21%
Total Revenue	2110.4	1441.4	100%	100%	46%
Total Expenditure	1747.8	1129.7	83%	78%	55%
Operating Profit/(Loss) = EBITDA	362.6	311.8	17%	22%	16%
Finance cost	303.7	261.4	14%	18%	16%
Depreciation	289.8	247.8	14%	17%	17%
Exceptional Item	0.0	0.0	0%	0%	0%
PBT	-230.9	-197.4	-11%	-14%	-17%
Provision for tax	70.3	73.3	3%	5%	-4%
PAT	-301.2	-270.7	-14%	-19%	-11%

Consolidated Revenue:

The Company has registered Total revenue of Rs. 2110 million as compared to Rs. 1441 million during corresponding quarter of the last fiscal. Operating revenue is primarily generated from subscriber related income, income from bandwidth charges, income from advertisements and other operating revenues.

Consolidated Expenditure:

The Company's main operating expenses include cost of services, employees' cost, selling & distribution expenses and other expenditure. Total consolidated expenses stood at Rs. 1748 million for the first quarter ended June 30, 2014 as against to Rs. 1130 million during the corresponding



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quarter of the last fiscal. Major cost item was cost of goods & services recorded as Rs. 1425 million during the quarter representing 82% of the of the total operating expenses in comparison to Rs. 767 million in the corresponding quarter of the last fiscal.

The table below will enable a better understanding of the operation cost:

Siti Cable - Consolidated (Rs. Million)	Q1 FY2015	Q1 FY2014	% of Total Revenue		% Growth
			Q1 FY2015	Q1 FY2014	
Cost of Goods & Services	1424.5	767.2	68%	53%	86%
Staff Costs	111.0	90.2	5%	6%	23%
Administrative Expenses	161.9	218.6	8%	15%	-26%
Selling & Distribution Expenses	50.3	53.7	2%	4%	-6%
Total Operational Cost	1747.8	1129.7	83%	78%	55%

About SITI Cable Network Limited

SITI Cable Network Limited (erstwhile known as Wire and Wireless (India) Ltd) is a part of the Essel Group, which is one of India's leading business houses with a diverse portfolio of assets in media, packaging, entertainment, technology-enabled services, infrastructure development and education.

SITI Cable Network Limited is one of India's largest Multi System Operator (MSO). With 56 analogue and 14 digital head ends and a network of more than 12000 Kms of optical fibre and coaxial cable, it provides its cable services in India's 80 key cities and the adjoining areas, reaching out to over 10 million viewers.

SITI Cable deploys State-of-the-art technology for delivering multiple TV signals to enhance consumer viewing experience. Its product range includes, Analogue Cable Television, Digital Cable Television, Broadband and Local Television Channels. SITI Cable has been providing services in analogue and digital mode, armed with technical capability to provide features like Video on Demand, Pay per View, Electronic programming Guide (EPG) and gaming through a Set Top Box (STB). All products are marketed under SITI brand name.

For More information about SITI CABLE and its businesses, please log on to www.siticable.com



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Note: This earnings release contains consolidated results that are audited and prepared as per Indian Generally Accepted Accounting Principles (GAAP).

Caution Concerning Forward-Looking Statements

This document includes certain forward-looking statements. These statements are based on management's current expectations or beliefs, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors. SITI Cable Network Limited is under no obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.