

HATHWAY CABLE & DATACOM LIMITED

INVESTOR PRESENTATION – MAY 2015



BSE : 533162 | NSE : HATHWAY | Bloomberg : HATH:IN | Reuters : HAWY.NS

www.hathway.com

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COMPANY OVERVIEW

Leading cable and broadband operator with subscriber universe of over 11.8 mn with over 8.5 mn subs digitalized and 2.3 mn Homes passed for broadband services

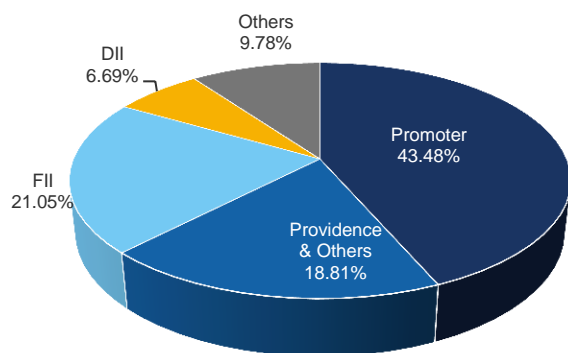
Company overview

- Promoted by the Rajan Raheja group, Company is one of India's leading cable and broadband service providers
- Current subscriber base of ~11.8 mn with largest digital sub base of around 8.5 mn as at Mar 2015, with services offered across in 160 locations across India
 - Most successful player during digitization having seeded 6.4 mn set top boxes in last 36 months
 - Carries 300+ channels and services on its network
- First cable operator to offer broadband services - Currently India's largest cable broadband provider, with ~2.3 mn broadband enabled homes
 - Offering DOCSIS 3 services including high speed 50 MBPS connections with ARPUs over Rs. 750/month

Key Financials

INR Mn	FY10	FY11	FY12	FY13 ¹	FY14 ¹	FY15 ¹
Revenue	7,369	8,780	10,109	11,394	15,832	18,316
Growth	10.50%	20.40%	14.70%	11.90%	39.10%	15.69%
- Cable	6,104	7,515	8,648	9,897	14,144	15,841
- Broadband	1,265	1,265	1,461	1,497	1,688	2,475
EBITDA	1,295	1,541	1,676	2,741	3,014	2,599
Margin	17.60%	17.60%	16.60%	24.10%	19.00%	14.19%
Market cap	~43,559 01-Jun-15		Net Debt	12,562	31-Mar-15	

Shareholding pattern (31st Mar 2015)



Key investors

PROVIDENCE EUIY PARTNERS

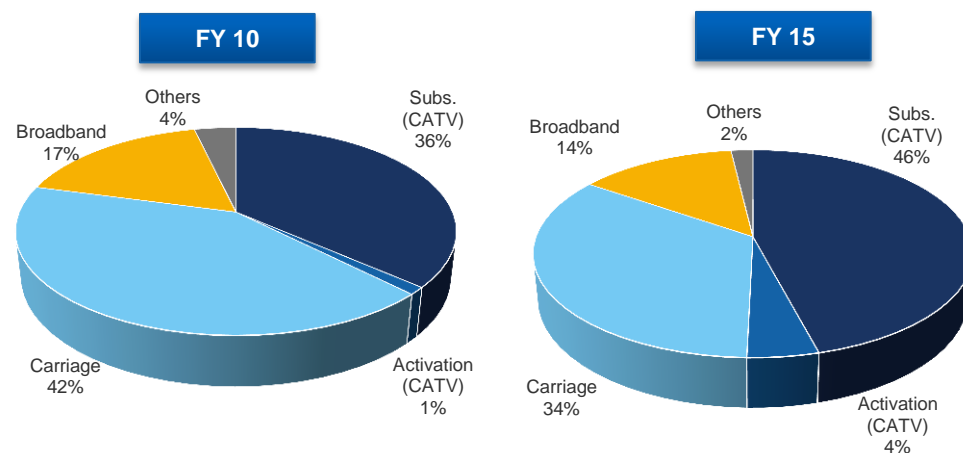
P6 MAURITIUS INDIA HOLDING

SMALLCAP WORLD FUND, INC

RELIANCEEQUITY OPPORTUNITIES FUND

CLSA GLOBAL MARKETS PTE. LTD

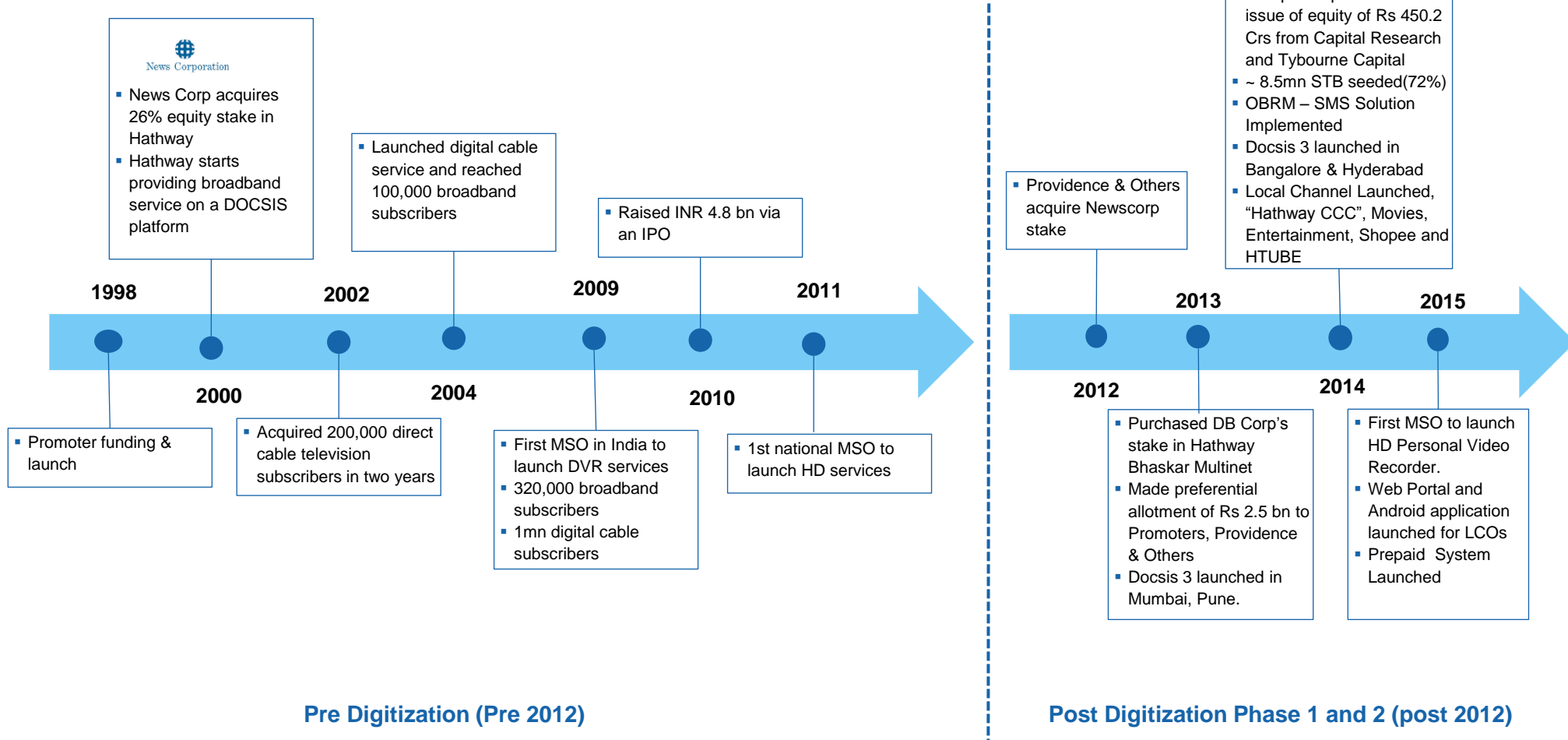
Revenue Breakup



1. Gujarat Telelink Private Limited ("GTPL") consolidated for 12 months 2014 for calendar year, 9 Month for FY 13 and 15 months for FY15
 CATV: Cable Television; FI – Foreign Institutional Investor; DII – Domestic Institutional Investor

COMPANY HISTORY

Hathway has consistently been at the forefront of cable and broadband industry since the late 90s and has been backed by several large financial investors



Note: ORBM – Oracle Revenue and Billing Management; STB – Set Top Box

KEY BUSINESS HIGHLIGHTS

1

Attractive Cable Industry Dynamics

- Digitization to structurally change the Cable TV sector
- Leading to 4x growth in digital subs over next few years. Digital cable to be clear winner - gained c. 70% market share in Phase I / II
- Potential market consolidation of smaller players

2

Leading Digital Cable TV Platform

- Pan India player with over 11.8mn subscribers
- Dominant share in key major cities / states
- Greater proportion of direct subscribers leading to less reliance on LCO
- Strong upside in ARPU from HD and Channel Packaging

6

High Quality Shareholders/Management

- Mr. Rajan Raheja – belongs to one of the most well respected business family
- Marquee investors including Providence - media, communications, education and information investments focused fund with US\$ 28 bn AUM
- Senior management team with over 250 years of cumulative experience in media and telecom industry



3

Underpenetrated Broadband Industry to drive growth

- Indian Broadband industry poised for growth with data boom and increasing broadband penetration
- Indoor data consumption a more attractive opportunity as compared to outdoor
- Cable likely to be a key beneficiary of broadband growth

5

New initiatives leading to traction

- Successfully launched several new localized channels across entertainment categories
- Combo offering for Cable (HD) and Broadband with 50 MBPS speeds in select cities
- Channel Tiering and Packaging and other value added services to boost ARPU's

4

Pioneer in broadband services

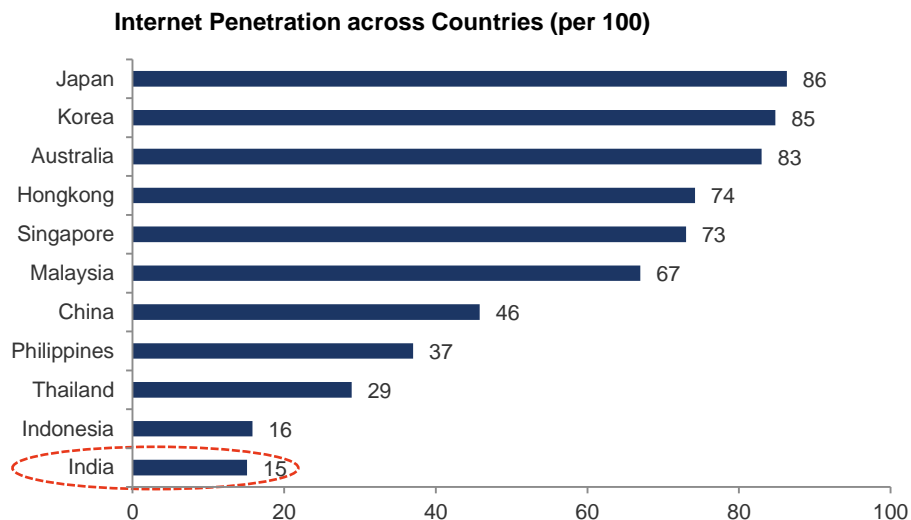
- Largest cable broadband player with 2.3 Mn homes passed and subscriber base of over 0.4 mn subs (penetration of 20%). Market share of 40% in cable broadband
- Opportunity to bundle offerings and increase ARPU: Relatively higher ARPU of over INR 530
- Launch of Docsis 3.0 with speeds up to 50 MBPS in key markets to drive ARPU expansion to over Rs. 750 per month

CABLE BROADBAND – AN ATTRACTIVE OPPORTUNITY

TO BENEFIT FROM INCREASE IN DATA CONSUMPTION



Internet penetration in India is one of lowest across the region



Highlights on broadband opportunity (National Telecom Policy, 2012)

- Recognizes broadband connectivity as a basic necessity
- To achieve 175 million broadband connections by the year 2017
- Encourages optimizing use of existing infrastructure including cable TV networks

Source: World Bank, Company estimates

Indoor vs Outdoor Broadband



PC, laptop, Smart TV

5 –15GB per home per month @ **2 Mbps +**
Video, rich media , all others

Smartphone / Tablets

200MB-3GB per user per month on **WiFi @ 2 Mbps +**
Email, social, mobile apps, you tube, music

80% data usage



Smartphone / Tablets

50MB to 1 GB per user per month on **EDGE/3G @ < 1 Mbps**
Email, social, mobile apps, you tube, music

20% data usage

Data traffic: Low Medium High > 80%

PIONEER IN CABLE BROADBAND SERVICE

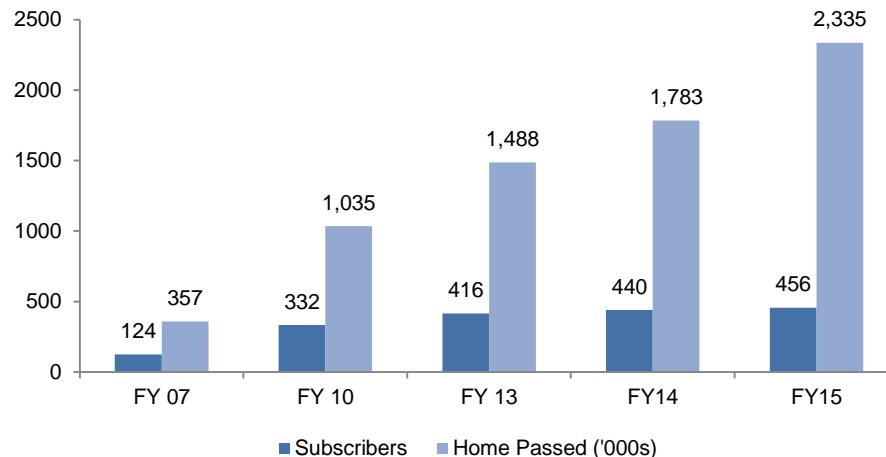
LARGEST CABLE BROADBAND OPERATOR



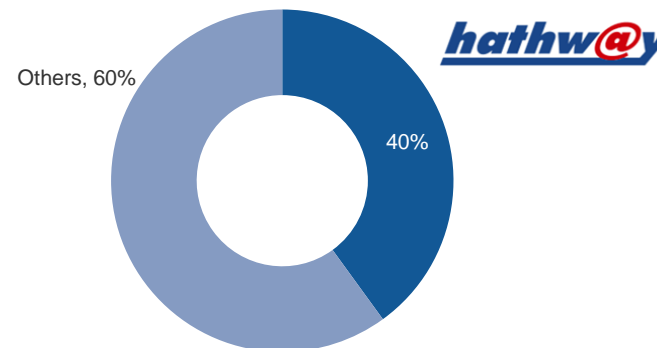
Broadband – the next growth driver, Hathway well placed to cash in on the opportunity

- India's largest cable broadband provider, passing ~2.3 mn homes
- Currently reaching around 456k subscribers, comprising 20% of homes passed
- 40% of the cable broadband market
- Customer base comprises individual, corporate and SME customers
- Provides VAS such as hosting, co-location, corporate mailing
- Successfully running DOCSIS 3.0 – Oct 2013 with speeds up to 50 mbps
- To drive ARPU expansion to over to Rs. 600 per month
- Will enable additional VAS such as VDOC, Video Conference, VOIP etc,
- Support IPv6 protocols

Homes Passed and Subscriber Base ('000s)



India's Largest Cable Broadband Player¹



1. Source TRAI. Dec'12

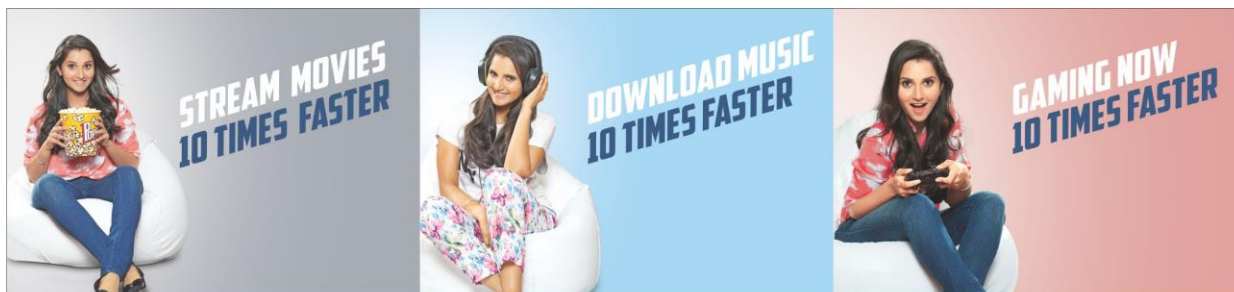
PIONEER IN BROADBAND SERVICES

ATTRACTIVE PRODUCT OFFERINGS



Initiatives for Broadband growth

- Repositioning the company
 - Core product proposition
 - Hathway Broadband means “50 Mbps”
 - Affordable Highspeed Broadband
 - Best for HD video
 - Service proposition
 - 99.9% uptime
 - Gold standard customer support
- Offerings based on consumer insights
 - Wi fi router (Dlink tie-up)
 - Discontinuance of low speed plans discontinued
- Moved from a national portfolio to a locally competitive portfolio



Hathway is pleased to introduce ultra high-speed plans for residential users.

Plan Name	Speed	FUP Limit	Post FUP Speed	Subscription Charges (₹)		
				3 Months	6 Months	1 Year
HD 2 Stream 50	50 Mbps	15 GB	1 Mbps	₹ 2399/-	₹ 4599/-	₹ 8799/-
HD 3 Stream 50	50 Mbps	25 GB	1 Mbps	₹ 2999/-	₹ 5699/-	₹ 10999/-
HD 4 Stream 50	50 Mbps	50 GB	1 Mbps	₹ 4499/-	₹ 8599/-	₹ 16499/-

Top Up plan	Top up 5 GB : ₹ 299/-	Top up 10 GB : ₹ 499/-	Top up 100 GB : ₹ 2499/-
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Please note:

- CPE charges applicable • Documents required – a) Photo ID proof b) Address proof c) Passport size photo
- ₹ 1000/- to be payable as Installation charges • Service Tax applicable on Installation & Tariff amount
- ₹ 999/- (+tax) to be payable as refundable security deposit for Wi-Fi router
- Download speed indicated is only up to our ISP node
- Speed and download subject to Hathway's Fair Usage Policy
- Please contact your nearest Hathway branch offices for area specific plans & schemes

DEDICATED 24X7 HELP DESK **EXPRESS INSTALLATION**
WI-FI ROUTER FREE*



HATHWAY RELAUNCHES BROADBAND WITH SANIA MIRZA AS BRAND AMBASSADOR



**DOWNLOAD MUSIC
10 TIMES FASTER**
50 Mbps | UNLIMITED* | ₹799

ADVANTAGE HATHWAY!

hathw@y
Broadband Internet

- Latest DOCSIS 3.0 High-Speed Broadband Technology
- Secured Network • Dedicated 24/7 Helpline • Fiber Broadband Network

Call: 040-66989898, 9948949494 | SMS 'HOME' to 575759
Email: hydsales@hathway.net | www.hathway.com

**ENJOY
A NET ADVANTAGE
GET 10 TIMES
FASTER INTERNET**
50 Mbps | UNLIMITED* | ₹799

To be No.1 is not enough to meet existing standards. You have to raise the game to never before levels. At Hathway, we're transforming the broadband experience, by bringing ultra-fast internet within easy reach of all. Connect today. Experience internet the way the world does.

ADVANTAGE HATHWAY!

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Broadband Internet

- Latest DOCSIS 3.0 High-Speed Broadband Technology
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ATTRACTIVE CABLE INDUSTRY DYNAMICS

FAVOURABLE IMPACT OF DIGITIZATION

Digitization timeline

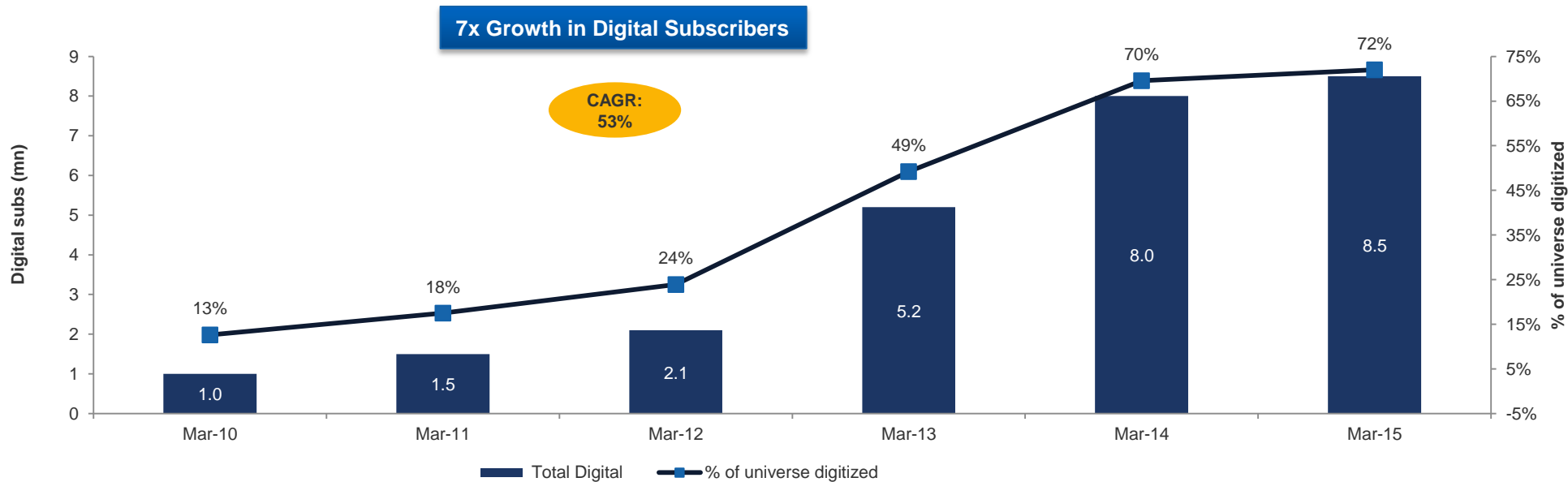
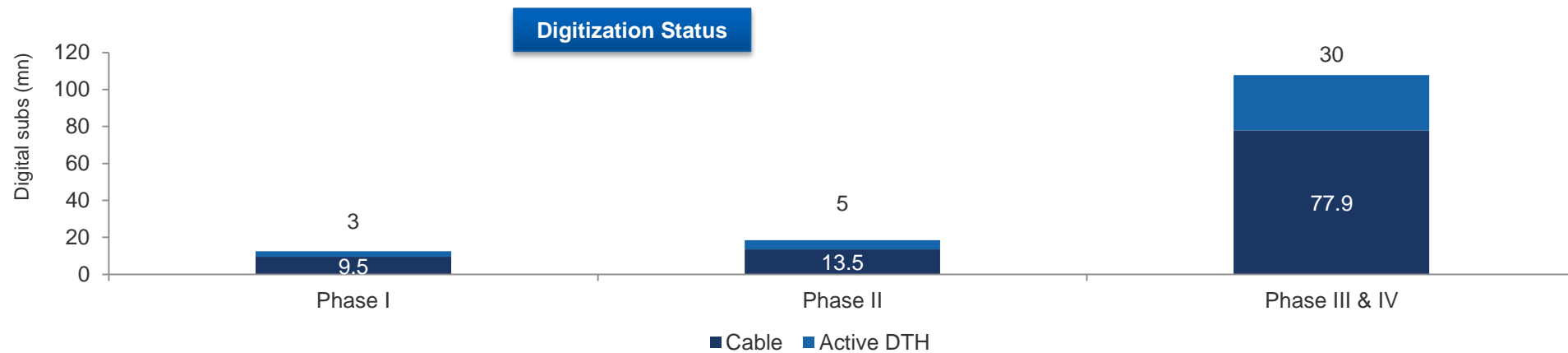
Phase	I (completed)	II (completed)	III and IV (on-going)
Regulated date of implementation	31 Oct 2012	31 Mar 2013	Ph III-31 Dec 2015 Ph IV -31 Dec 2016
Date of conversion	Spread over FY13	Completed by 1 st qtr FY14	Ongoing
Areas	Four metros	All cities > 1mn population	Rest of India
Total market size (mn)	10	20	90
Digital subscribers (mn)	10	20	30

Source: Company and Industry estimates, TRAI

* Management estimates, for illustrative purposes only

LEADING DIGITAL CABLE TV PLATFORM

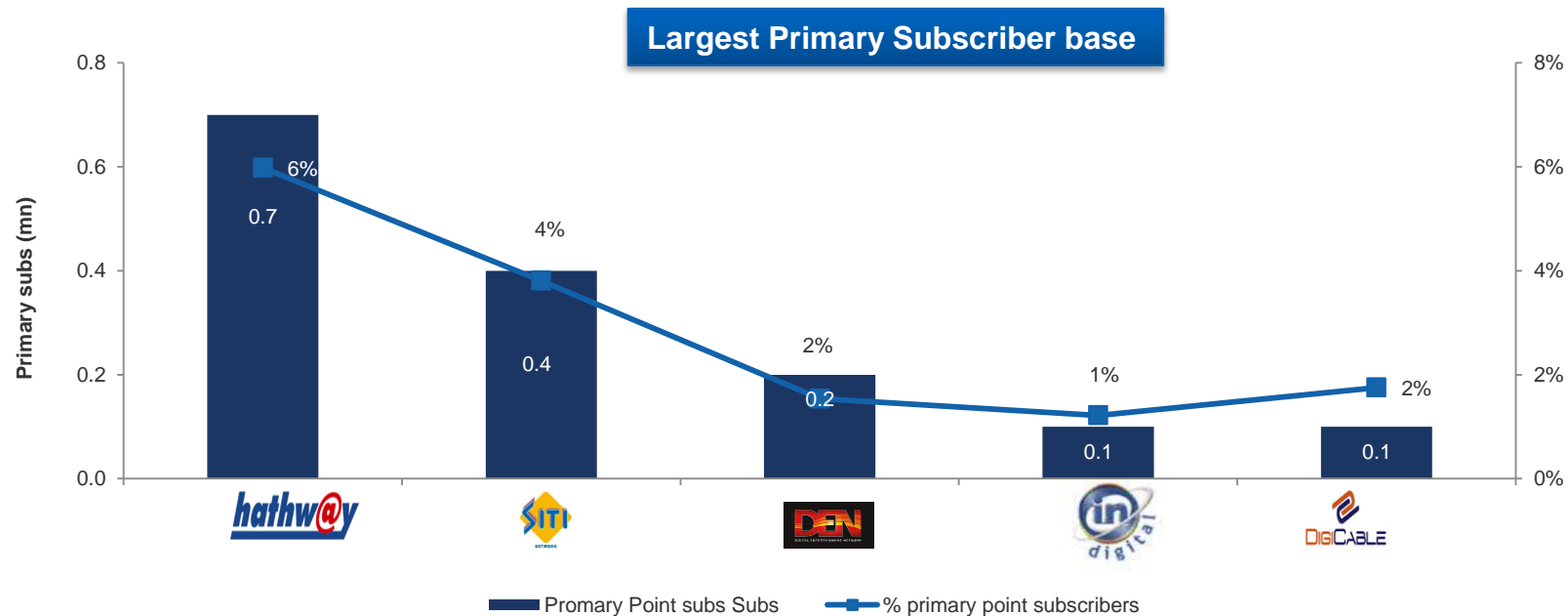
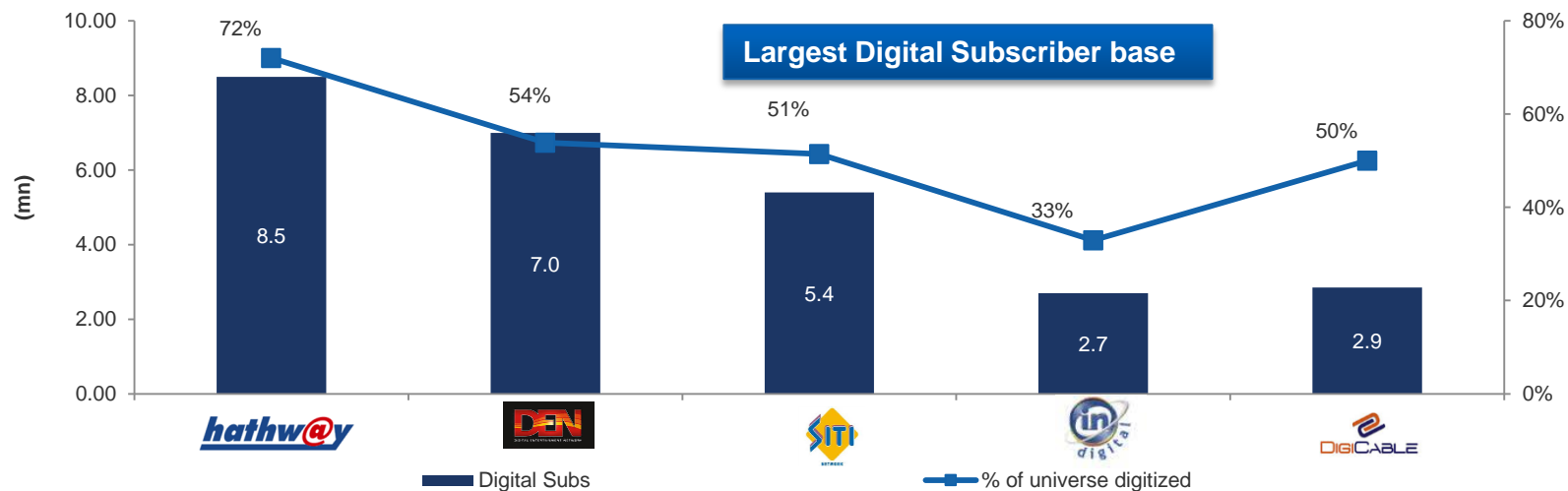
HATHWAY HAS BENEFITED THE MOST DUE TO DIGITIZATION



Source: : Public sources, MIB press Releases; Data as of Nov 2012, updated numbers not released by MIB, Company estimates

LEADING DIGITAL CABLE TV PLATFORM

HATHWAY HAS BENEFITED THE MOST DUE TO DIGITIZATION

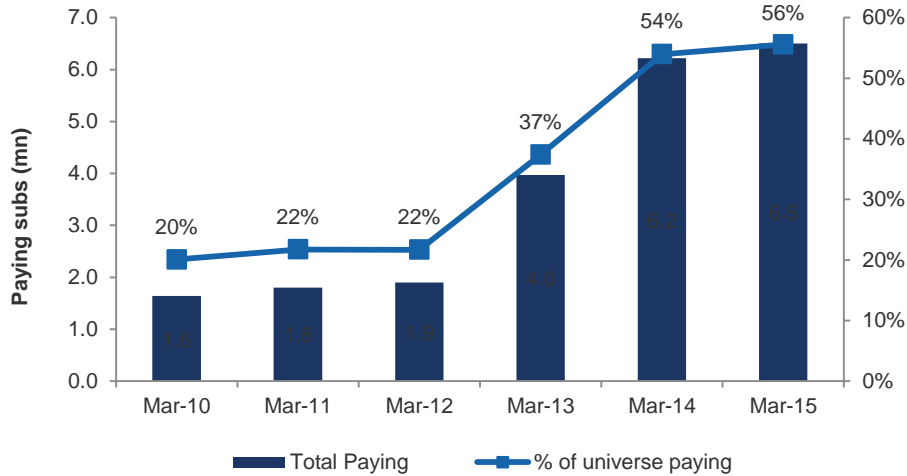


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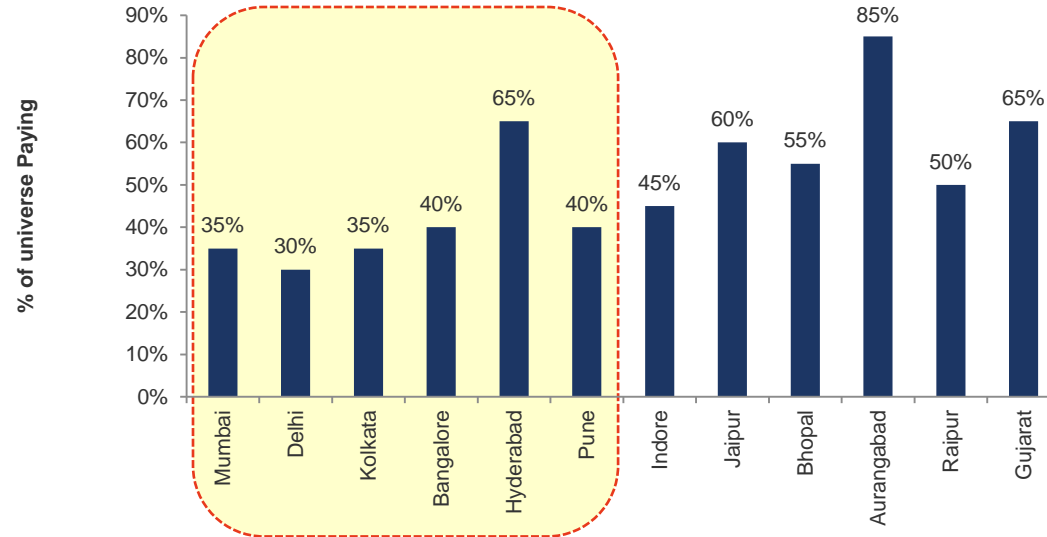
WELL POSITIONED TO CAPITALIZE FURTHER ON THE OPPORTUNITY



Highest proportion of revenue earning subscribers



Dominant shares in key geographies including high share in metros



New Initiatives have started bearing fruit...

Offering new localized channels in addition to the largest bouquet offering

Largest bouquet of HD channels. Available on your cable TV. STUNNING VISUALS ON TV. GET YOUR HATHWAY HD SET TOP BOX TODAY.

Now maximum HD channels at unbeatable prices.

Colors at its best • Dolby Digital sound • Largest bouquet of HD channels • Hathway convenience • Easy activation • Unique electronic program guide (Search while you don't miss on the program) • Maximum pixels per frame ensuring HD is a visual treat.

hathway HD

hathway CINE CHANNEL

hathway MOVIES

hathway tube

hathway hopee

hathway life

Other key initiatives

- Monetizing EPG Real Estate
- Landing / Barker channels
- HD with PVR
- Robust CAS, OBRM - SMS Solutions, Prepaid Model

Source: Company Estimates

SUPERIOR BACK END TECHNOLOGY INFRASTRUCTURE

Pan-India presence - 23 digital head-ends with over 16,000 kilometers of HFC back-bone network



EXPERIENCED SENIOR MANAGEMENT TEAM



Board members

Sridhar Gorthi - Chairman & Independent Director

Rajan Raheja - Non-executive Director – Founder and promoter

Akshay Raheja - Promoter & Non-executive Director

Viren Raheja - Promoter & Non-executive Director

Vinayak Aggarwal - Non-executive Director

Sasha Mirchandani - Independent Director

Brahmal Vasudevan - Independent Director

Devendra Shrotri - Independent Director

Biswajit A. Subramanian (Providence Equity Partner) - Non-Executive Director

Ameeta Parpia – Independent Director

Jagdish Kumar - Managing Director & CEO

Experienced management team with strong track record

<p>Jagdish Kumar MD & CEO</p>	<ul style="list-style-type: none"> More than 25 years of experience across companies such as Reliance Industries Ltd. STAR TV and ITC Ltd. Worked on several aspects of the Broadcast business including content, distribution, marketing, broadcast infrastructure, digital platforms, business development & finance
<p>G. Subramaniam CFO</p>	<ul style="list-style-type: none"> Over 30 years experience as a senior finance professional in the Telecoms, Media & Infrastructure sectors. Worked with L&T, RPG Group, BPL Mobile Communications, Star TV & The Times Group.
<p>Tavinderjit Panesar President-Video Business</p>	<ul style="list-style-type: none"> Worked with Star Tv for past 17 years. . He was a part of the team, which launched and successfully managed the sports channels of STAR TV network.
<p>Rajan Gupta President-Broadband Services</p>	<ul style="list-style-type: none"> Completed MBA from IIM Bangalore and over 16 years of experience in blue chip companies Worked with Asian Paints, Coca Cola and Tata Tele Services in leadership roles
<p>Jagdish Babu EVP Operations</p>	<ul style="list-style-type: none"> Over 20 years experience in senior management roles across India and abroad working with Star TV, Channel [V], Radio City, Tata Sky DTH, News Outdoor, OOH Media (3i Private Equity) and Ignitee Digital (Astro Group)..

<p>Vineet Garg Deputy CFO</p>	<ul style="list-style-type: none"> Has experience of 20 years in organisations like Idea Cellular, Loop Mobile, Tata Teleservices and Reliance Communications Specializes in areas of Accounts & Finance, System Automation and Revenue Assurance.
<p>Ajay Singh Company Secretary</p>	<ul style="list-style-type: none"> Ajay Singh is FCS, MBA (Finance) , with 18 yrs of experience across various sectors which include Telecom, ICT, Manufacturing & Real Estate and has worked across diverse areas such as Legal, Secretarial, Finance, Treasury Operations, Project and Risk Management
<p>D. Mahadevan EVP- Finance</p>	<ul style="list-style-type: none"> Over 22 years of experience in accounting and finance Earlier worked with Orkay Industries Limited, H & R Johnson India Limited and Shaw Wallace Limited. Chartered Accountant and holds a Bachelors Degree in Commerce from Mumbai University
<p>Dulal Banerjee Executive Vice President</p>	<ul style="list-style-type: none"> Post Graduate from Calcutta University, Member of CMA (Australia).Over 19 years work experience. Working with Hathway for more than 15 years, heading Commercial and Broadband – Finance functions, Founder member of Hathway Broadband Team
<p>Nihar Rao C/O</p>	<ul style="list-style-type: none"> Electrical engineer from IIT Delhi and has an MBA from IIM Kolkata Previously worked with Reliance Communications, Kotak life Insurance, Taj group of Hotels, Vodafone and TCS

HATHWAY IS POISED FOR GROWTH

#1

Strong growth achieved in cable subscriber volumes in Phase I/II; Well positioned to capture a large share of Phase III & IV subscriber market

#2

Strong upsides to Cable ARPUs from digitization, innovative offerings and localized content and delivery

#3

360 degree focus on Customer through high quality service levels, dedicated 24x7 customer care centre and superior CRM systems

#4

Large opportunity to tap underpenetrated broadband market by offering speeds up to 50 MBPS and ability to drive ARPU expansion

#5

Integrated Cable and Broadband model makes Hathway best positioned to capitalize on growth

#6

Hathway plans to be at the forefront of the likely consolidation in the Industry to further strengthen its presence



APPENDIX



KEY FINANCIALS

PROFIT AND LOSS STATEMENT

HCDL- Standalone Financial INR Million	STANDALONE					CONSOLIDATED	
	FY15 Q4	FY15 Q3	FY14 Q4	FY 15	FY14	FY 15	FY14
	Quarterly			YTD		YTD	
Income							
Net Sales/Income from Operations	2,690.8	2,380.2	2,920.4	10,194.4	9,772.8	18,279.5	15,811.2
Other Operating Income	9.5	11.3	6.8	34.7	31.5	36.6	21.3
Total Income	2,700.3	2,391.5	2,927.2	10,229.1	9,804.3	18,316.0	15,832.5
Expenditure							
Purchase of stock-in-trade	0.3	0.0	102.5	1.9	130.1	7.8	138.5
Employee Cost	170.1	139.6	101.2	615.5	522.6	1,522.5	1,228.0
Pay Channel Cost	1,073.4	940.4	1,154.1	3,839.9	3,258.8	8,131.3	6,664.2
Other Expenses	1,146.8	1,065.6	1,162.4	4,377.2	3,973.4	6,055.3	4,703.9
Total Expenditure	2,390.5	2,145.7	2,520.2	8,834.5	7,884.9	15,716.8	12,734.5
EBITDA before Other Income	309.8	245.8	407.0	1,394.6	1,919.4	2,599.3	3,098.0
EBITDA before Other Income Margin %	11%	10%	14%	14%	20%	14%	20%
EBITDA before Other Income and Activation	252.8	173.8	314.0	954.6	817.4	1,775.3	1,465.0
Other Income	45.6	51.3	25.4	139.8	77.0	266.3	105.0
EBITDA After Other Income	355.4	297.1	432.4	1,534.4	1,996.4	2,865.6	3,202.9
EBITDA After Other Income Margin %	13%	12%	15%	15%	20%	15%	20%
Depreciation / Amortization	686.1	598.2	615.0	2,269.7	2,103.5	3,317.0	2,993.0
Foreign Exchange Loss / (Gain)	(5.6)	11.3	(47.1)	(5.1)	83.8	(5.1)	83.8
Finance Cost	193.4	268.6	247.1	1,057.6	925.2	1,535.0	1,345.1
Exceptional Items	250.3	-	101.9	(38.4)	106.0	(506.5)	-
Prior Period Adjustment	1.1	(0.5)	8.2	2.8	30.5	(9.1)	25.7
Tax						279.7	162.3
Minority Interest	-	-	-	-	-	(139.4)	87.9
Amount transferred on change in stake						76.2	208.1
Share of Profit/ Loss of Associates	-	-	-	-	-	4.0	(0.1)
PAT	(769.9)	(580.5)	(492.7)	(1,752.2)	(1,252.5)	(1,804.5)	(1,111.1)

BALANCE SHEET

















Hathway Cable and Datacom Limited INR Million	STANDALONE			CONSOLIDATED		
	FY13	FY14	FY15	FY13	FY14	FY15
Income						
Share capital	1,431.7	1,520.0	1,661.0	1,431.7	1,520.0	1,661.0
Reserves and Surplus	6,582.1	7,721.3	10,161.3	6,792.3	8,073.0	10,443.2
Shareholder's Fund	8,013.8	9,241.3	11,822.3	8,224.0	9,593.0	12,104.2
Minority Interest				2,111.8	2,250.5	2,419.3
Non - Current Liabilities	4,871.9	8,127.0	6,947.9	7,011.3	10,582.7	8,948.1
Long Term Borrowings	4,773.0	8,014.6	6,745.5	6,690.8	10,142.8	8,393.0
Deferred Tax Liabilities (Net)	-	-	-	207.3	229.3	302.6
Other Long Term Liabilities	98.9	112.4	202.4	99.0	188.6	207.1
Long Term Provisions	-	-	-	14.2	22.0	45.3
Current Liabilities	5,730.8	6,358.3	7,047.1	8,907.1	11,753.7	13,436.9
Short Term Borrowings	399.6	526.7	991.7	761.8	1,072.8	1,736.4
Trade Payables	689.3	1,070.5	1,207.8	1,848.8	2,446.3	3,489.9
Other Current Liabilities	4,584.2	4,689.5	4,797.9	6,176.8	8,097.9	8,107.2
Short - Term Provisions	57.8	71.6	49.6	119.7	136.7	103.5
TOTAL EQUITY AND LIABILITIES	18,616.5	23,726.6	25,817.2	26,254.2	34,179.9	36,908.6
Fixed Assets	10,950.7	14,260.8	14,290.8	16,492.2	21,574.6	22,041.3
Goodwill on Consolidation	-	-	-	2,069.4	2,291.1	2,360.2
Non - Current Investments	3,128.0	3,715.9	3,815.7	83.8	87.1	148.8
Deferred Tax Assets	-	-	-	40.4	56.9	58.7
Trade Receivables	124.5	122.1	10.8	228.2	263.1	44.4
Long Term Loan and Advances	794.5	883.7	1,557.7	1,094.1	1,307.2	1,516.6
Other Non Current Assets	272.1	621.6	606.3	318.5	655.8	650.0
Non Current Assets	15,269.8	19,604.0	20,281.3	20,326.6	26,235.8	26,820.0
Current Investments	-	-	891.1	-	-	891.4
Inventories	15.1	17.3	60.2	274.8	34.4	78.9
Trade Receivables	2,051.4	2,662.2	3,022.0	3,473.5	5,206.1	5,668.0
Cash and Bank Balances	106.7	29.5	204.1	545.5	440.4	1,056.2
Short Term Loan Advances	1,088.1	1,397.1	1,321.4	1,504.4	2,156.8	2,006.6
Other Current Assets	85.4	16.6	37.2	129.4	106.4	387.4
Current Assets	3,346.7	4,122.6	5,536.0	5,927.6	7,944.1	10,088.6
TOTAL ASSETS	18,616.5	23,726.6	25,817.2	26,254.2	34,179.9	36,908.6



OTHER SLIDES

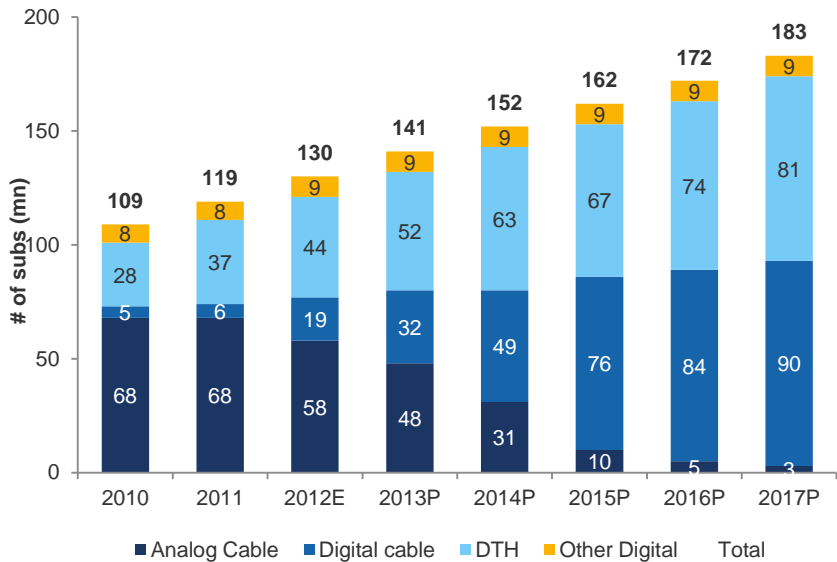
CABLE VS. DTH – A COMPARATIVE ANALYSIS

	Cable	DTH
Bandwidth & technology	<ul style="list-style-type: none"> Able to support 1000+ channels  	<ul style="list-style-type: none"> Channel capacity limited by transponder availability. Frequency band has rainfall attenuation issues 
Localization	<ul style="list-style-type: none"> Has the ability to change channel mix depending on region & hence better localized content  	<ul style="list-style-type: none"> Single pan-India feed based on transponders, often resulting in limited choice in regional content 
Broadband Capability	<ul style="list-style-type: none"> Technology allows reverse path, and hence ability to carry broadband  	<ul style="list-style-type: none"> One way broadcast (satellite to consumer) and hence no ability for broadband 
Marketing	<ul style="list-style-type: none"> Traditionally a B2B model, post digitization expected to move to B2C.  	<ul style="list-style-type: none"> Marketing – a key driver & strength in the DTH business. 
Funding	<ul style="list-style-type: none"> Except for few large MSOs, most MSOs are founded by individuals. Hence limited capability to aggressively fund the business  	<ul style="list-style-type: none"> All DTH entities founded by corporates with significant funding. Some of them vertically integrated, other have synergistic businesses (Telco) 
Technical Assistance	<ul style="list-style-type: none"> Traditionally serviced by LCOs, provides a personal touch point and thereby quicker service typically  	<ul style="list-style-type: none"> Process driven methodology through call centers, service engineers, etc to handle technical problems 
Additional Costs	<ul style="list-style-type: none"> Of the end ARPU, LCOs take their share of the pie  	<ul style="list-style-type: none"> License costs, Transponder costs and higher subscriber acquisition costs 

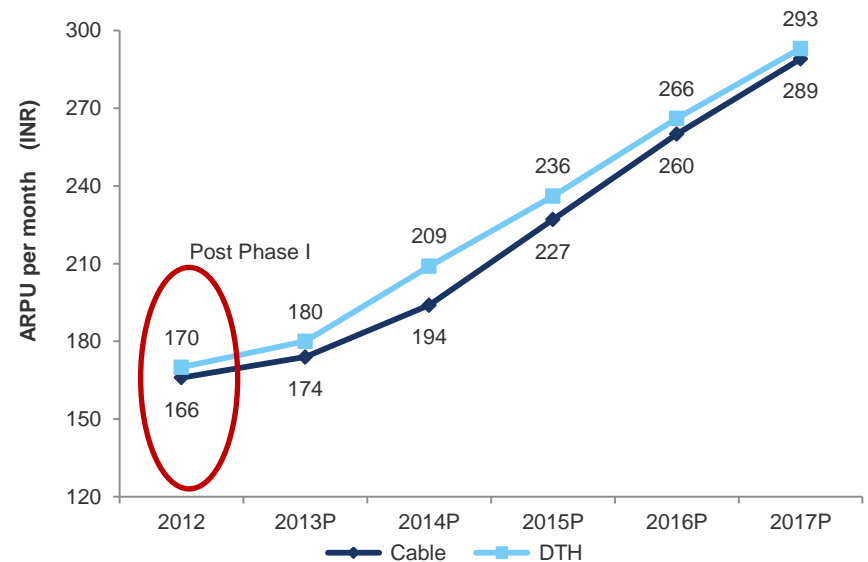
IMPACT OF DIGITIZATION

DIGITIZATION LEADING TO STRUCTURAL CHANGE

Strong growth in digital cable households; analog cable to diminish significantly – Digital cable to have the highest growth



Strong growth in ARPU expected



	CAGR (2013-17)	Market Share (2017E)
Analog Cable	-50%	2%
Digital cable	26%	44%
DTH (ex-DD)	15%	49%
Other Digital	NM	5%

- With the race to acquire subscribers and pending deployment of channel packages, ARPUs remained low in Phase I; however deployment of channel packages across cable customers over the next 3 to 4 years is expected to lead to significant increase in ARPU
- In addition to 'value' packs, MSOs may look at creation of 'premium packs' for top paying subscribers leading to increase in ARPU levels
- Digitization will also provide an opportunity for subscription-based niche content which will lead to additional revenue gains
- Further, rising penetration of HD services is expected to provide a boost to ARPU

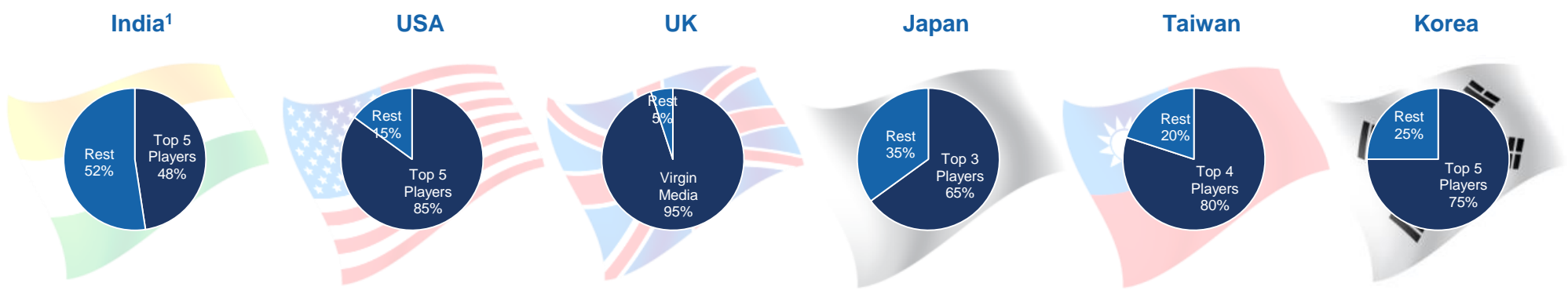
Source: FICCI KPMG report 2013; Media Partners Report Asia (2011)
DTH numbers are net of churn

ATTRACTIVE INDUSTRY DYNAMICS

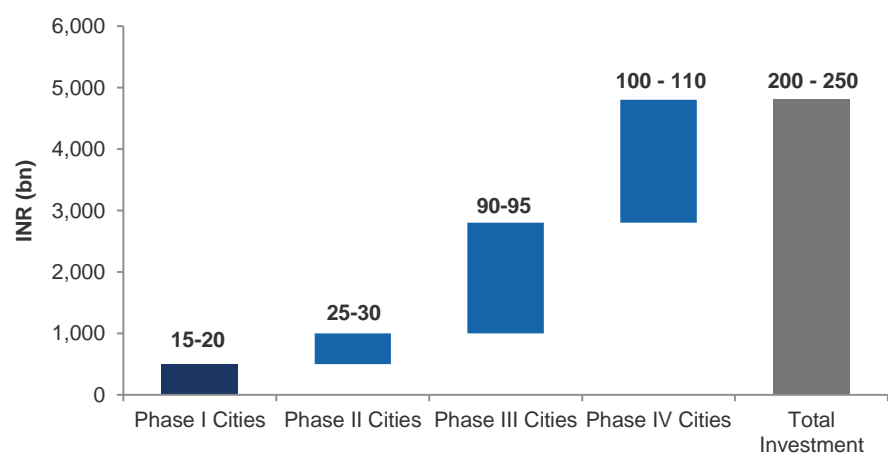
POTENTIAL MARKET CONSOLIDATION

Globally cable TV markets have consolidated such that top 4-5 players dominate most of the market share; with strong shareholders and access to capital, Hathway will be well placed to consolidate smaller operators

Most global markets have 4-5 players dominating a lion share



Significant capital raising expected



Challenges	Key Consideration
<ul style="list-style-type: none"> Significant capital expenditure on : <ul style="list-style-type: none"> Set top boxes Digital head-ends (for MSOs) Supporting infrastructure Upgradation of subscriber management systems Customer service infrastructure Transforming from a B2B business to a B2C business 	<ul style="list-style-type: none"> Small MSOs don't have the deep pockets and expertise to support such large scale digitization for all phases DTH players still burning cash; smaller players have reduced infusion of capital and larger players are in process of raising further capital Opportunity for large MSOs to gain significant market share <ul style="list-style-type: none"> Smaller MSOs / LCOs constitute 50% of universe Threat of DTH resulting in LCOs increased willingness to align to larger MSOs - reasonable valuation expectation

¹ Source: Media Partners Asia 2013 & Market Report; Top 5 Indian players comprise of: Hathway Cable (8.75 mn subs as on Dec 2012[currently 11.5 mn subs]); Den Networks (13.0 mn subs); Siticable (10.0 mn subs); In cable (8.5mn subs) Digicable (7.5 mn subs); For all other countries, concentration mix as at 2011; Source: FICCI KPMG report 2012

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