Hinduja Ventures
Inspiring Growth

incubating success...

INDUSIND MEDIA & COMMUNICATIONS LTD.
(Hinduja Group)

Presented by

Ravi Mansukhani, MD & CEO

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The Hinduja Group : Introduction

- One of India's premier transnational conglomerates
- Been in existence for over 90 years
- Present in 10 business sectors
- Present in 35 countries
- Employs over 50,000 personnel
- Many Listed Companies in the Group
- Turnover of the Group is several billion dollars

HINDUJA

www.hindujagroup.com

Key Sectors- Global Investments

TRANSPORT

BANKING & FINANCE

INFORMATION TECHNOLOGY

MEDIA & COMMUNICATIONS

REAL ESTATE

ENERGY

CHEMICALS & AGRIBUSINESS

PROJECT DEVELOPMENT

TRADING

HEALTHCARE

Inspiring Growth

Hinduja Ventures Limited – Structure

65.79%	19.52%	14.69%
Hinduja Group	Institutions	Public

Hinduja Ventures Ltd
(Listed in BSE & NSE)

MEDIA

- IndusInd Media & Communications Ltd
- IN Entertainment India Ltd.

TREASURY

REAL ESTATE

NEW VENTURES

Media

INDUSIND MEDIA AND COMMUNICATIONS LTD

Analog Cable

Internet on cable

Digital Cable

VOIP/ Internet Telephony

IN ENTERTAINMENT INDIA LTD

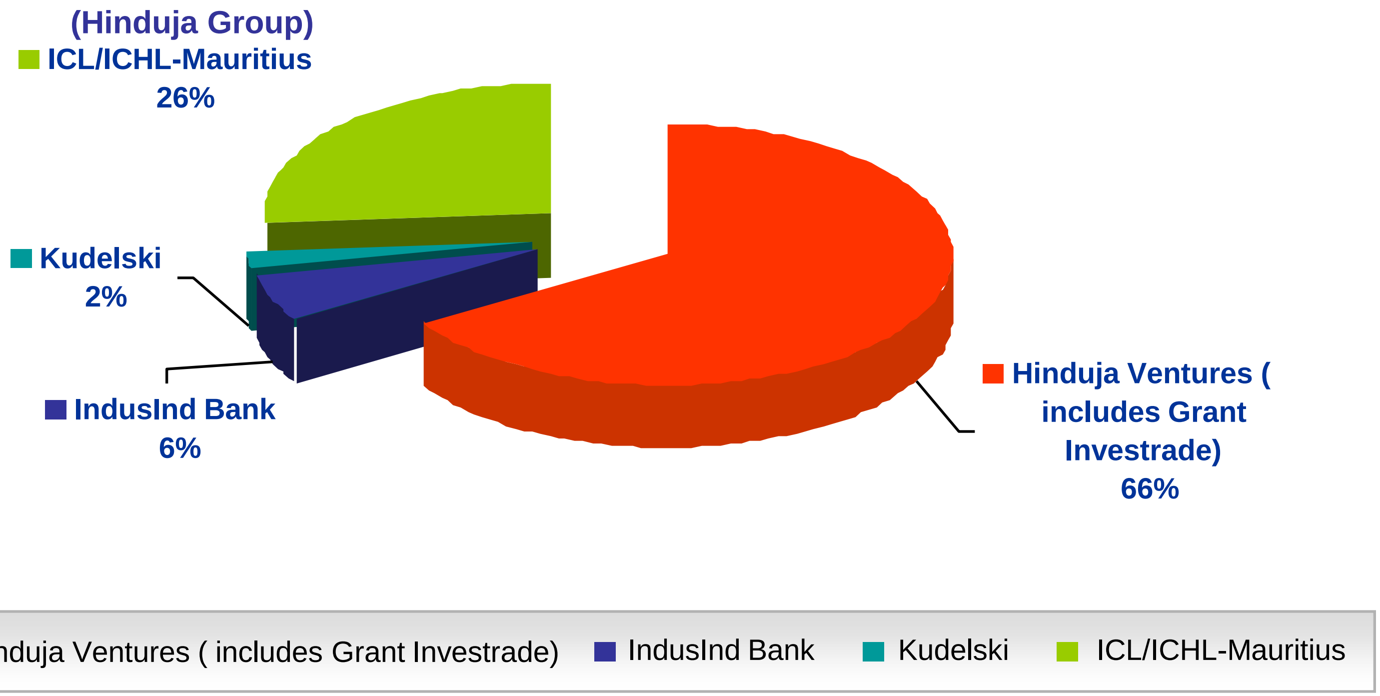
- Movie Distribution
- Production & Co- Production

Hindi Movie Channel

OTHER SERVICES:

- Channel Aggregation
- Commercial Distribution of channels

Shareholding Pattern



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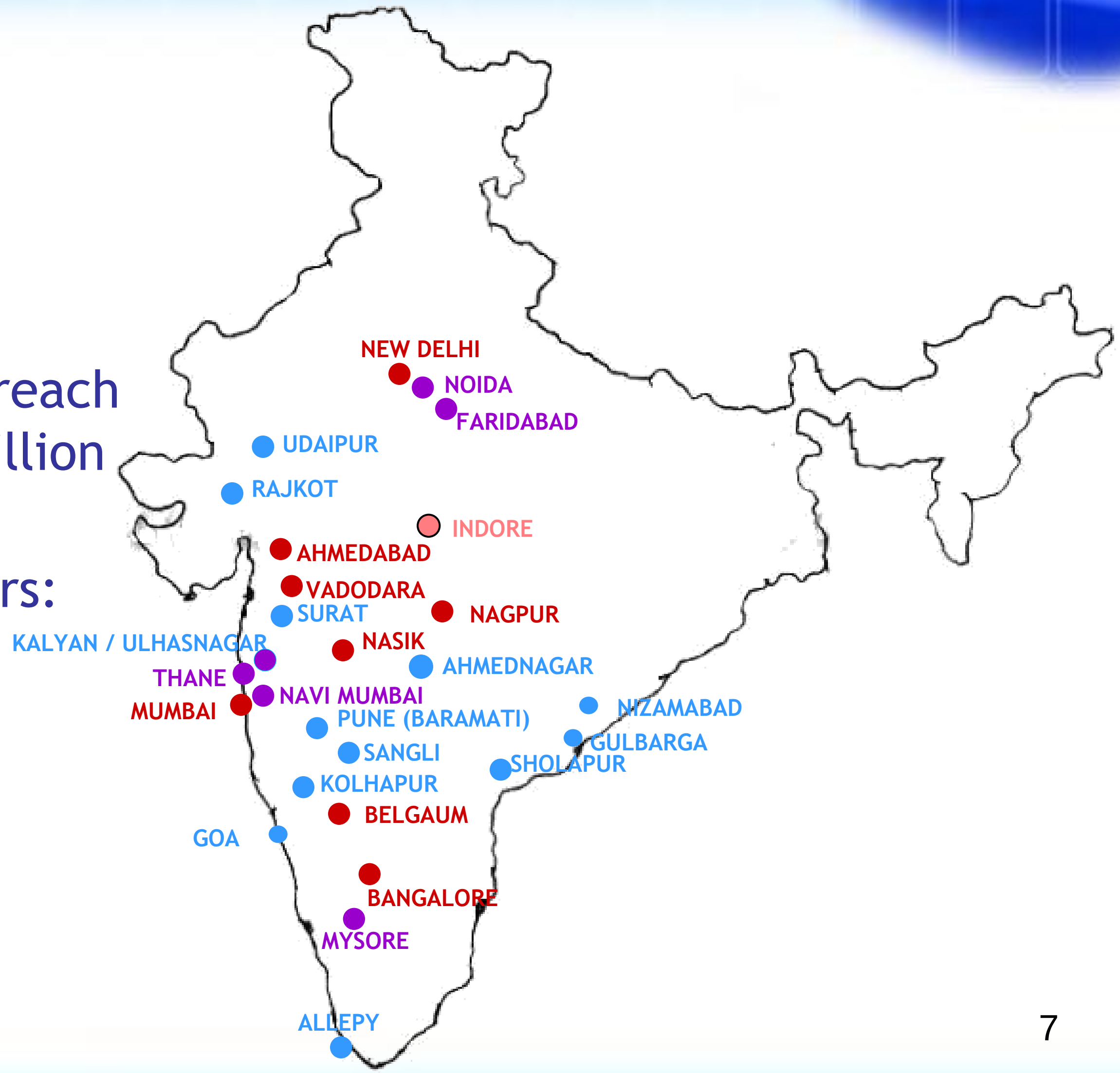
IMCL – Geography and Reach

Network

- 27 centres
- 17 main cities
- 12 Digital Cable cities
- Estimated subscribers reach in analogue : over 8 million homes
- Digital Cable subscribers:
  - 400,000
- 14 Broadband cities



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IMCL- Technology Partners

Subscriber Management System (SMS)

MagnaQuest
Committed to deliver value

CAS System

NAGRAVISION
KUDELSKI GROUP

Set top Boxes

Techno Trend
Performance on your side.

HYUNDAI

RADIX

Other technology partners

MOTOROLA

TANDBERG
See: performance

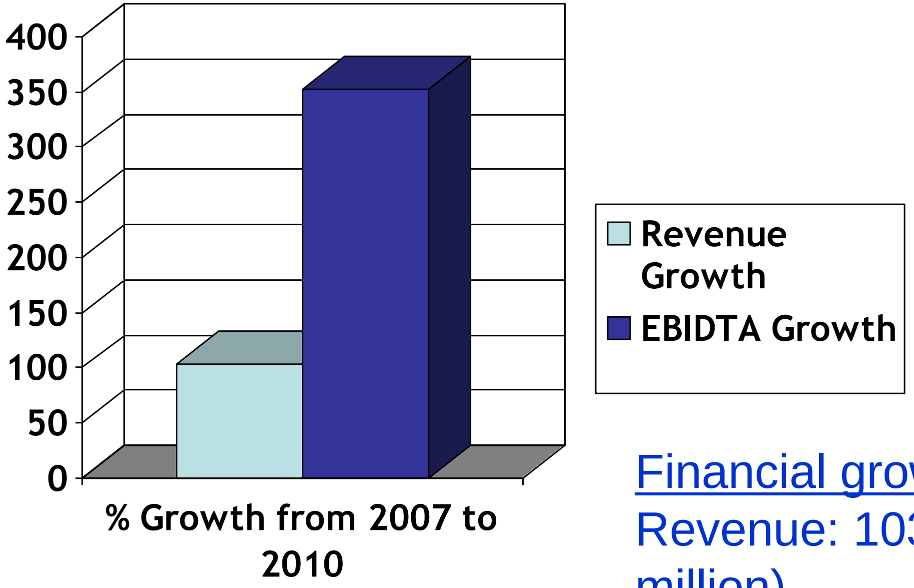
BARCO

IMCL (Incablenet) Today: Assets

Infrastructure:

- Only MSO to have extensive intra-city fiber networks
- ***Around 10,000 km of trunk and access HFC networks***
- ***Over 2000 Kms of underground Fibre networks in key cities***
- Digital systems and Digital Headends- IPTV ready
- Over 2000 employees, 2400 affiliated Local Cable Operators
- Large effective service network of over 14,000 staff (of LCOs)
- Over 300 channels in Digital cable and over 90 channels in Analogue
- Plans for Internet expansion for Incable subscribers in all major markets
- VOIP revenue opportunities , to be attractively packaged with Cable to provide Stickiness

IMCL- Growth over the years



Financial growth from 2007 to 2010

Revenue: 103% (from $ 35.4 million to $ 72 million)

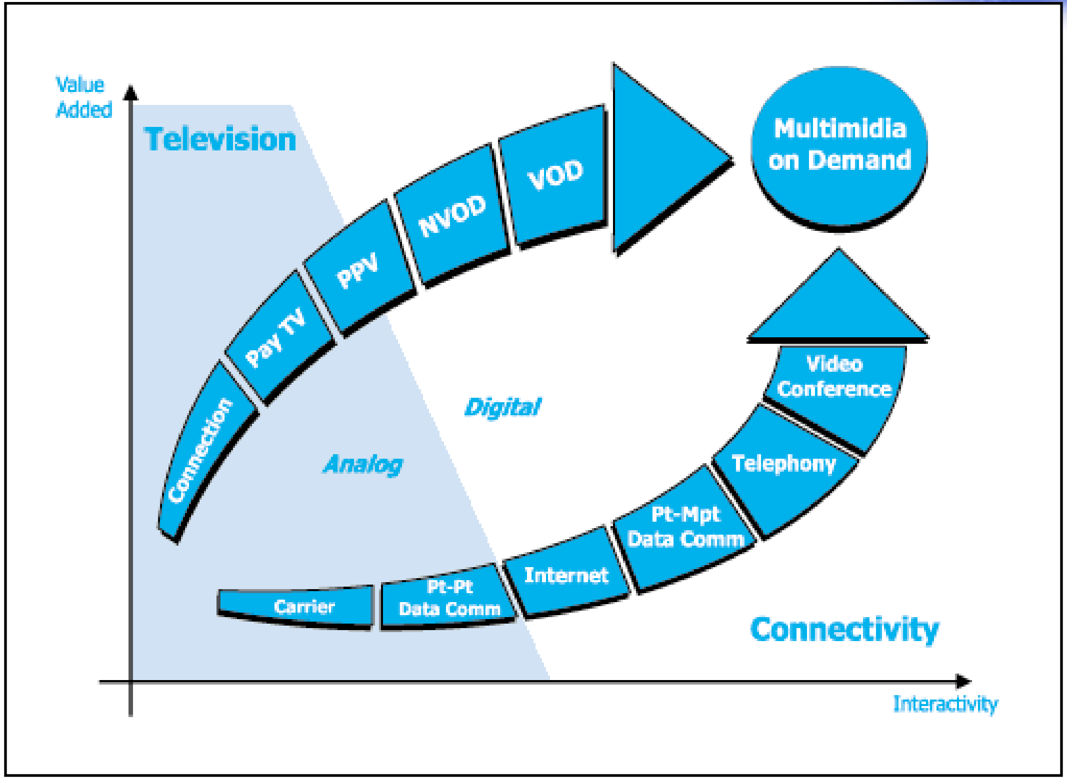
EBIDTA: 352% (from $ 3.4 million to $ 15.2 million)

PAT: 56900% (grew from $10,000 to $ 5.67 million)

IMCL's growth plans and Triple Play Strategy

• **100% Growth targeted in the next 2 years**

•**Plans to go for Public listing (IPO) within One year**

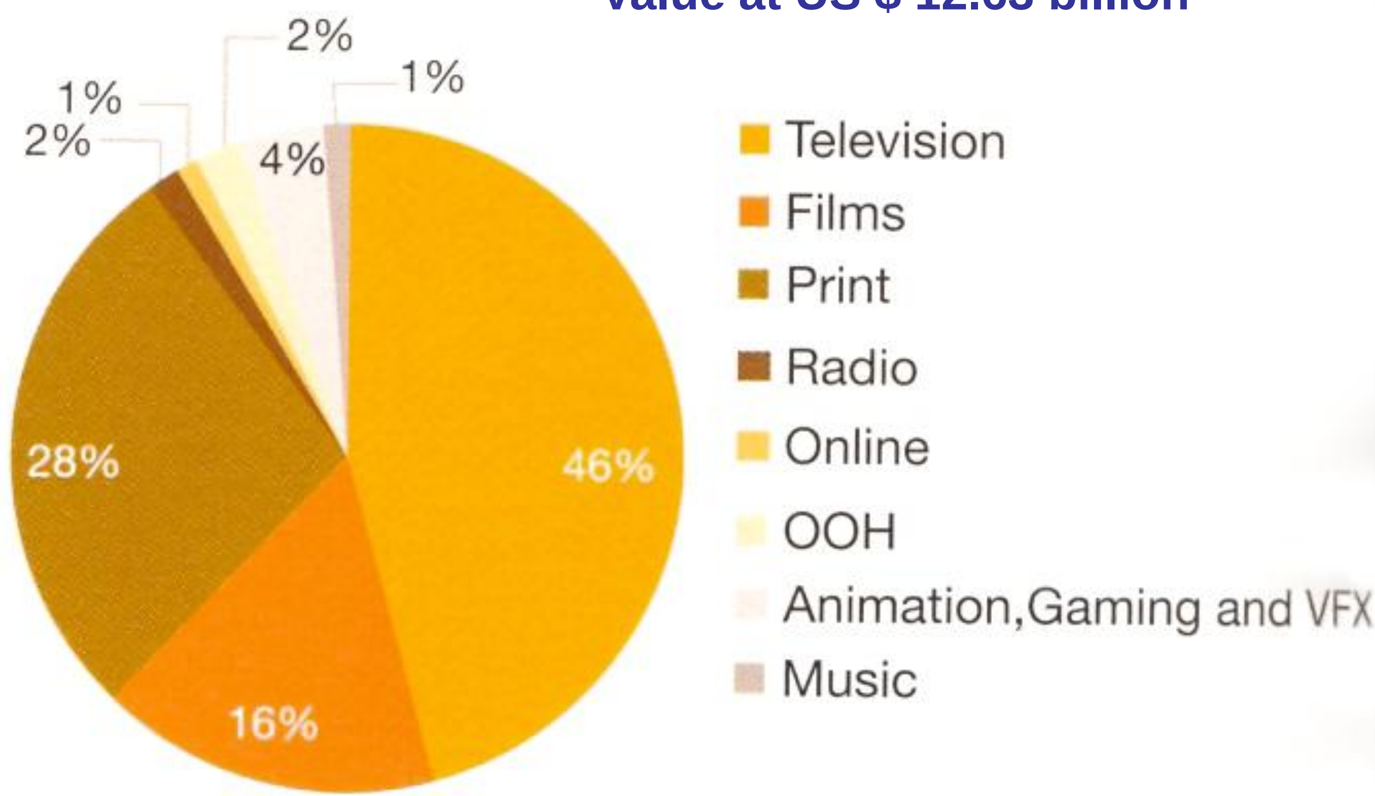


IMCL is geared up to target the entire spectrum of the convergence play...

Media Market & Regulatory update- India

The Market Pie (Revenue %) 2009

Value at US $ 12.63 billion



Source: PwC Analysis and Industry Estimates

The Indian TV Market Today

India Has a Large Television Market, Dominated by Cable

Millions of Homes Served

- **144 million TV households**
- **90 million cable TV homes**
- **21 million DTH homes.**

A Thriving Consumer Driven Market

Great Service at Nominal Cost

- **Over 500 TV channels**
- **Average payments per household:**
  - **Ranging from $ 3 to $ 9**

Source: Media Partners Asia (MPA),Hong Kong Report 2010-

Digitalisation: The Future of Television
Cable Digitalisation Way Forward..

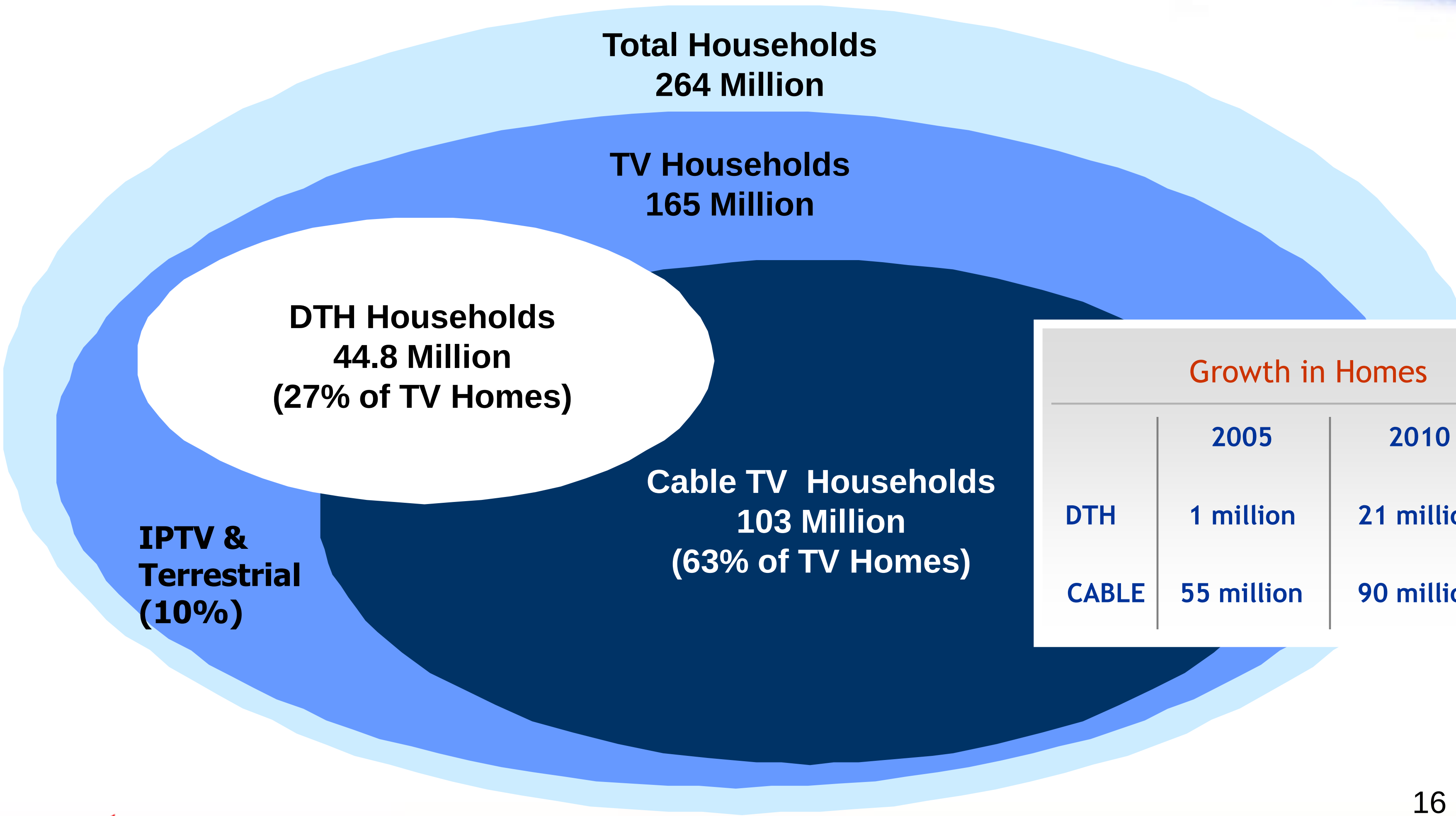
More Channels	High Quality	Control in Consumer's Hands
More Channels: Capacity to Support Large No. of Channels **Niche Channels:** Platform for Special Interest, Regional, Local Channels	**High Quality Broadcasts:** DVD Quality Picture & Sound **HDTV:** Already launched by some Broadcasters **3D TV:** Coming soon!	**Parental Controls:** Putting viewers in control of what they want their children to watch **High Interactivity:** On-Demand Video, Games, Music, Shopping, from the Television Remote

Empowering the Indian Consumer With Choice & Quality

A More Transparent Business model

Estimates for the Indian TV Market in 2014

A Large Market With Cable Having a 2/3rd Market Share

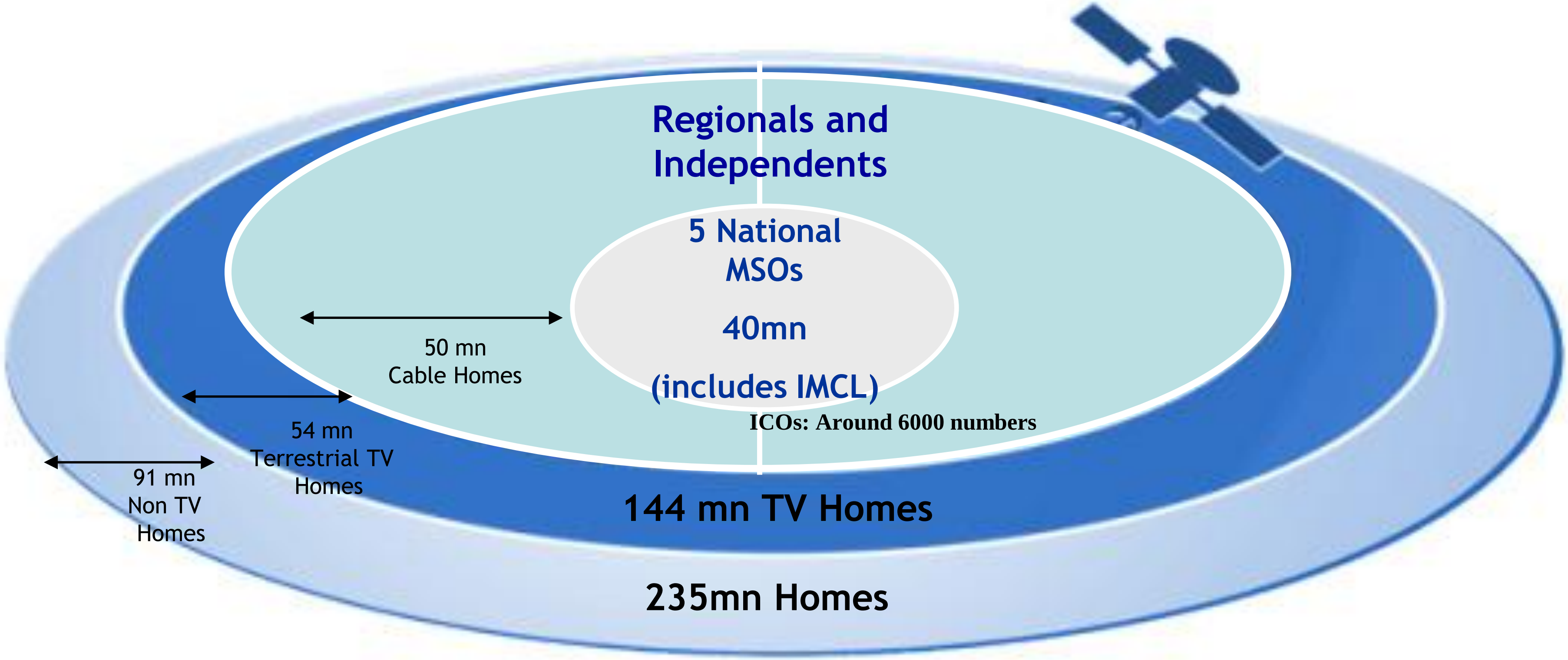


Growth in Homes

	2005	2010
DTH	1 million	21 million
CABLE	55 million	90 million

India Cable TV Market Composition

TV Homes / Total Homes : 57 %   Cable Homes/ TV Homes : 61%



- 5 National MSOs (IMCL, Hathway and WWIL-Zeegroup),DEN,DigiCable, control around 40 million subscribers
- Regional MSOs like Ortel , SCV , Bhaskar, etc. control possibly another 8 million subscribers
- Independent Cable Operators (ICO's) with their own analog headend (around 6000) control another 50 million homes

Source: Media Partners Asia Pacific(MPA) Report 2010

www.media-partners-asia.com

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TRAI's Recent Recommendations ..

- Greater emphasis on network digitization, increased addressability and broadband penetration
- FDI for Digital National MSOs 74% (DTH,HITS,IPTV also 74% FDI)
- The registration for cable TV operator to be replaced by a comprehensive and supportive licensing framework
- Separate licensing frameworks for Cable TV operators (LCOs) and Multi System Operators (MSOs)
- No ban on new channels under uplinking and downlinking
- Tariff policy for digital addressable systems
- Analogue sunset and complete addressable digitalisation by 2013
- National Broadband Policy recommendations in process, to be announced soon

Possible Business Opportunities

- Value added services,VOD, PPV, Gaming
- Wireless Broadband
- Hybrid STBs for Cable and Internet
- Content and Channel distribution through our networks/pipe (already reaching over 8 million homes)
- Animation and Gaming content for marketing and distribution
- IMCL has a national ISP license .To launch and market VOIP and telephony services through its ISP
- Prepaid Solutions
- Head End in the Sky Infrastructure (HITS) in Cable

Thank You

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