



Investor Update - December 2009

## GUIDELINES FOR OPERATING HITS SERVICES ANNOUNCED

### WWIL INTRODUCES HITS AT NSG MANESAR

**Noida, India- January 1, 2010:** The Ministry of Information and Broadcasting, Government of India, has in addition to the Headend In The Sky (HITS) policy announced in November 2009, now also announced the guidelines for operating HITS services in India. The highlights of this policy include provision for distributors to access content from broadcasters on a non-discriminatory basis and for HITS operators to further provide signals to MSOs /cable operators, who can in turn provide signals through their own cable networks to subscribers.

Importantly, a HITS operator can now also provide passive infrastructure like transponder space, simul-crypting, multi-crypting to an MSO or group of LCOs. Further, the subscribers' interest shall be ensured by the HITS operator through Subscriber Management Systems (SMS). It is believed that the above guidelines would further help promote the growth of digitization of television services through cable, by enhancing the overall customer experience.

Wire and Wireless (India) Limited (WWIL) has in the recent past successfully managed to convert analogue cable services into digital cable at many government and PSU townships across India, including the campus of the elite National Security Guards at Manesar in Haryana, Hindalco townships of Renukoot and Renusagar in Uttar Pradesh, the IFFCO townships of Aonla and Bareilly in UP, Ordinance factory in Dehradun, Indo Gulf in Jagdishpur and Naptha Power Corporation in Jahakri.

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

Wire and Wireless (India) Limited is one of the India's largest Multi System Operator (MSO) and first company in India to launch Headend-in-the-Sky (HITS). With 73 analogue and 5 digital headends, it provides network to 10 million cable and satellite homes 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, SITI Satellite HITS, Analog Cable, Digital Cable Television, Broadband and Local Television Channels. Wire and Wireless has been providing services in analog 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.