WIRE AND WIRELESS (INDIA) LIMITED

EARNINGS RELEASE FOR THE SECOND QUARTER ENDED SEPTEMBER 30, 2010

CONSOLIDATED OPERATING REVENUES OF RS. 737.7 MILLION, UP 5.7% Y-o-Y

CONSOLIDATED OPERATING PROFITS (EBITDA) OF RS. 30.7 MILLION, AS AGAINST LOSS OF RS. 94.7 MILLION IN THE CORRESPONDING QUARTER LAST YEAR

WWIL CONSOLIDATES ITS PAN-INDIA PRESENCE THROUGH SELECTIVE EXPANSION IN ANDHRA-PRADESH, UTTAR-PRADESH AND HARYANA

2Q FY2011 - Highlights

- Total consolidated operating revenues for the second quarter ended September 30, 2010 was Rs. 737.7 million as compared to Rs.698.0 million during the corresponding quarter last fiscal showing a growth of 5.7%
- The consolidated operating profits for the second quarter ended September 30, 2010 was Rs. 30.7 million as compared to the loss of Rs. 94.7 million during the corresponding quarter last fiscal

New Delhi, India; October 27, 2010 – The Board of Directors of Wire and Wireless (India) Limited (WWIL) (BSE: 532795, NSE: WWIL EQ) in its meeting held today, has taken on record the unaudited consolidated financial results of the Company and its subsidiaries for the second quarter ended September 30, 2010. WWIL today reported second quarter consolidated revenues of Rs 737.7 million. The operating profit (EBITDA) for the quarter was Rs 30.7 million as compared to the loss of Rs 94.7 million during the corresponding quarter last fiscal.

Mr. Subhash Chandra, Chairman, stated, "India forms a vital component in the global economic health and our economy continues to grow at a healthy pace. Given the cable dynamics in the country, WWIL continues to focus on the analogue business for now. The Company is progressing well and has effective plans for business expansion. In last quarter WWIL has managed effective entry in new geographies. The initiatives taken by the company in past quarters have started yielding results. WWIL, being the market leader in analogue cable is all set to build and capitalize on emerging opportunities coming up across Indian market place."

Mr. Sudhir Agarwal, CEO of WWIL commented, "Continuing the progress of the first quarter, WWIL has consolidated in existing geographies and targeted focussed expansion in the second quarter with majority of its units becoming operationally profitable. We will continue to work towards making the

existing analogue business more stable and profitable as well as expand our footprint to new identified geographies. The company successfully entered newer markets of Hyderabad (Andhra Pradesh), Gorakhpur (Uttar Pradesh) and Jind (Haryana) and consolidated its operations in TAM towns like Bilaspur, Varanasi, Bhubaneswar, Dhanbad, Raniganj, Asansol, etc. We reiterate and assure you that the company is well-placed in terms of its reach and capabilities and shall continue to work in the best interest of its consumers and stakeholders."

Condensed consolidated statement of operations – 2Q FY2011

The table below presents the condensed statement of consolidated operations for Wire and Wireless (India) Limited and its subsidiaries for the second quarter of FY2011, as published:

WWIL – Consolidated (Rs Million)^	**2Q FY2011**	**2Q FY2010**	**% Growth**
Operating Revenues	737.67	697.97	*5.7%*
Operating Expenditure	726.45	794.59	*(8.6)%*
Operating Profit/(Loss) before depreciation	**11.22**	**(96.62)**	-
Finance cost	133.29	178.02	*(25.1)%*
Depreciation	90.44	116.48	*(22.4)%*
Exceptional Item	5.62	5.62	-
Operating Profit/(Loss) after interest, depreciation and ex. Item	(218.13)	(396.75)	*(45.0)%*
Other Income	19.49	1.97	*891.5%*
Profit/(Loss) Before Tax	**(198.63)**	**(394.78)**	*(49.7)%*
Provision for tax	4.57	11.22	*(59.3)%*
Profit/(Loss) After Tax	**(203.20)**	**(406.01)**	*(50.0)%*
Minority interest	4.07	5.87	*(30.6)%*

Consolidated operating revenue:

The Company's operating revenue for the quarter stood at Rs. 737.7 million as compared to Rs. 698.0 million during the corresponding quarter last fiscal indicating a y-o-y growth of 5.7%. Operating revenue is primarily generated from subscriber related income, income from bandwidth charges, income from advertisements and other operating revenues.

Consolidated operating expenditure:

The Company's main operating expenses include cost of services, employees' cost, selling & distribution expenses and other expenditure. Total consolidated operating expenses stood at Rs. 726.4 million for the second quarter ended September 30, 2010 as against to Rs. 794.6 million during the corresponding quarter last fiscal. Major cost item was cost of goods & services recorded as Rs. 549.1 million during the quarter representing 75.6% of the of the total operating expenses in

comparison to Rs. 600.7 million in the corresponding quarter of the last fiscal, a 75.6% share of the total operating cost.

While the decrease in cost of goods and services was mainly due to the cut-off of transponder lease rentals, the decrease in staff costs and administrative expenses is reflective of the managements' efforts to drive efficiencies across the departments.

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

Expenditure			% of Total Operating Expenses		
(Rs Million)	**2Q FY2011**	**2Q FY2010**	**2Q FY2011**	**2Q FY2010**	**% Growth^**
Cost of Goods & Services	549.09	600.70	*75.6%*	*75.6%*	*(8.6)%*
Staff Costs	59.79	62.00	*8.2%*	*7.8%*	*(3.6)%*
Administrative Expenses	104.25	122.97	*14.4%*	*15.5%*	*(15.2)%*
Selling & Distribution Expenses	13.32	8.91	*1.8%*	*1.1%*	*49.4%*
Total Operational Cost	726.45	794.59	*100.0%*	*100.0%*	*(8.6)%*

^brackets are used to indicate negative figure

About Wire and Wireless (India) Limited

Wire and Wireless (India) Limited is one of the India's largest Multi System Operator (MSO). With 50 analogue and 8 digital headends, it provides cable services in 54 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, 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.

For More information about WWIL and its businesses, please log on to www.wwil.net.

Note: This earnings release contains consolidated results that are un-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. Wire and Wireless (India) 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.