

Wire and Wireless (India) Ltd.

Essel House, B-10 Lawrence Road,
Industrial Area, Delhi - 110 035, India

Tel. : +91-11-27101145

Fax : +91-11-27186561

Website: www.wwil.net

**NETWORK**

April 4, 2012

To,

1. **Bombay Stock Exchange Limited**
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400001
2. **National Stock Exchange of India Limited**
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai - 400 051.

WWIL to offer highest number of Channels on Cable TV

Wire and Wireless (India) Ltd. (WWIL), will be offering 400 SD channels and 30 HD Channels, being the highest number of channels in the first phase of digitization in its three lucrative markets of Delhi, Kolkata and Mumbai, under brand name **"SITI Cable"**. WWIL is on the forefront to provide advanced IP based digital delivery platform that will transmit superior quality TV signal to subscribers. The subscriber needs to install "SITI" digital Set-Top-Box (STB) with their TV set to receive these high quality TV signals.

The media release in this regard is attached herewith.

This is for your information and record.

Thanking you,

Yours sincerely,

For Wire and Wireless (India) Limited

(Suresh Kumar)
Company Secretary



WWIL to offer highest number of Channels on Cable TV

- Offers 400 channels and 30 HD channels.
- To deploy 3 million Set-top-boxes in Delhi, Kolkata and Mumbai in first phase of digitization.
- Advanced IP based digital delivery platform.

Noida, April 02, 2012: Wire and Wireless (India) Ltd. (WWIL), the leading cable television service provider in India will be offering highest number of channels in the first phase of digitization in its three lucrative markets of Delhi, Kolkata and Mumbai, under **SITI Cable** brand name.

SITI Cable is on the forefront to provide advanced IP based digital delivery platform that will transmit superior quality TV signal to subscribers. It will also delight subscribers by offering 400-SD channels having better quality picture and audio compare to analogue cable TV. Further it will offer 30 HD Channels and TV signals that remain uninterrupted even in bad weather. The subscriber needs to install SITI digital Set-Top-Box (STB) with their TV set to receive these high quality TV signals.

With about three months to go for first phase of digitization of cable tv networks in Delhi, Mumbai & Kolkata comes into effect; the company has made all arrangements to deploy three million set-top-boxes in these three cities. STB's are getting procured from multiple vendors so as to ensure smooth supply of STB's to the subscribers. The STB deployment to the subscribers has started in Delhi and Kolkata market

The multi-fold increase in subscriber number is expected with the digitization. Such exponential growth in subscriber numbers requires huge infrastructure to serve them as well, for which SITI Cable is well positioned.

The company is technologically ready to further augment its channel carrying capacity in times to come.

About Wire and Wireless (India) Limited

Wire and Wireless (India) Limited 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.

Wire and Wireless (India) Limited is one of India's largest Multi System Operator (MSO). With 53 analogue and 11 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 57 key cities and the adjoining areas, reaching out to over 10 million viewers.

Wire and Wireless 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. Wire and Wireless 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.