



# DEN Networks Limited

Cable – Broadband – TV Commerce

## Press Release

**New Delhi, 19 July 2016:** DEN Networks Ltd, one of the largest Cable MSO in India, today announced appointment of Mr. S.N. Sharma as the Chief Executive Officer (CEO) of the Company

### **DEN Networks appoints Industry Veteran Mr. S.N. Sharma as CEO**

Den Networks within 9 years of inception, has emerged as the leading MSO in India with close to 9.4 million Digital Subscribers and an overall universe of 13 million.

In a move to speed up the adoption of fast changing technologies and to ensure healthy performance trajectory going forward, DEN has brought in a pivotal change in its leadership and has appointed Mr. S.N. Sharma as its CEO.

Mr. Sharma is an Industry Veteran having over 30 years of Experience of which he has been associated with the media industry for close to 25 years. He holds a Bachelor's degree in Electronics and Communications and a Master's degree in Business Administration.

**Commenting on this, Chairman Managing Director, Mr. Manchanda said,** "We welcome Mr. Sharma back to Den family, as our CEO. We are confident of Mr. Sharma's unparalleled experience in the Cable TV Industry and under his able leadership DEN will scale greater heights in time to come. DEN's Cable TV Partners and Associates on the ground are all geared up to work in perfect coordination to adopt new systems and technologies for better monetisation of investments."



**DEN Networks Limited**

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## DEN Networks Limited

Cable – Broadband – TV Commerce – Football

### About DEN Networks Limited

**13 million homes, One of the Largest Subscriber Base in Cable Industry in India**

DEN Networks is India's largest cable TV distribution company serving 13 million homes in over 200 cities. The company has been a frontrunner in the digitisation of Indian cable television and has approximately 9.4 million digital subscribers.

DEN's geographic footprint spans 13 key states across India including Delhi, Uttar Pradesh, Karnataka, Maharashtra, Gujarat, Rajasthan, Haryana, Kerala, West Bengal, Jharkhand and Bihar. The company has a significant presence in the strategic & economically important Hindi Speaking Markets (HSM) belt.

DEN Digital - DEN's digital cable services brand is one of the market leaders in India's digital television space. DEN Digital offers a wide choice of channels and services spanning all major genres and languages along with cutting edge value added services (VAS).

### True 100 Mbps - Superfast DEN Broadband

DEN has soft launched its super-fast cable broadband internet services on DOCSIS 3.0 technology. The offering offers plans up to speeds of 100 Mbps. The service is currently available in parts of Delhi NCR where we have ~95k subscribers.

### DEN SNAPDEAL TV Shop - Giving a new perspective to Television Commerce

TV Shop is a revolution in the TV Commerce space, reaching out to 52 million homes across the length & breadth of the country. It rides on the broadcasting strengths of DEN and the consumer shopping expertise of Snapdeal.com. The Business is clocking an Annualized GMV of Rs. 240cr on Current Rate.

### Delhi Dynamos FC; redefining football culture in North India

DEN is the proud co-owner of the Hero Indian Super League's Delhi Team – Delhi Dynamos FC. With the introduction of Delhi Dynamos FC, DEN aims to become the default destination for entertainment, information and interactivity for the Indian family.

### Safe harbour statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.





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