



April 23, 2018

The National Stock Exchange of India Limited

Exchange Plaza,
Plot no. C/1, G- Block
Bandra Kula Complex
Bandra (E), Mumbai – 400051
NSE Trading Symbol- DEN

BSE Limited

15th Floor, P J Towers
Dalal Street, Mumbai - 400001
Scrip Code- 533137

Sub: - Investors' Presentation

Dear Sir/ Ma'am,


Please find enclosed Investor's Presentation.

You are requested to take note of the same.

Thanking You,

Yours faithfully

For DEN Networks Limited



Jatin Mahajan
(Company Secretary)
Membership No. F6887



DEN Networks Limited

CIN: L92490DL2007PLC165673

Registered Office: 236, Okhla Industrial Estate, Phase-III, New Delhi - 110 020

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Den Networks Ltd.

Investor Presentation

April 2018



Disclaimer

The information in the presentation may contain “forward-looking statements” which are statements that refer to expectations and plans for the future and include, without limitation, statements regarding Den’s future results of operations, financial condition or business prospects as well as other statements based on projections, estimates and assumptions. In some cases, these statements can be identified by terms such as “expect,” “intend,” “plan,” “believe,” “estimate,” “may,” “will,” “should” and comparable words (including the negative of such words). These forward-looking statements, reflect the current expectations and plans of the directors and management of Den, which may not materialize or may change.

These forward-looking statements are not guarantees of future performance and you are cautioned not to place undue reliance on these statements. Den undertakes no obligation to update any forward-looking statements, whether as a result of new information or any subsequent change, development or event. All forward-looking statements in above are qualified by reference to this paragraph.

Industry and DEN Overview

TV Evolution in India (The entry of cable / satellite TV in India became the catalyst that drove expansion of TV in India)

Pre-1990: Doordarshan Era



Post-1990: The Satellite Era



Terrestrial television in India started with the experimental telecast starting in Delhi in Sep' 1959

1959

1960s and 70s

- ✓ The regular daily transmission started in 1965 as a part of All India Radio.
- ✓ Television services were separated from radio in 1976.

- ✓ Introduction of National telecasts
- ✓ Launch of Colour TV in India

1982

1990-91

- ✓ Series of economic and social reforms in 1991 under Prime Minister Narasimha Rao
- ✓ Liberalisation of the broadcasting industry, government allowed private and foreign broadcasters to engage in limited operations in India
- ✓ Cable TV introduced in India

- ✓ Star, Zee, Sony and a few other players establish themselves
- ✓ 20-30 channels on air
- ✓ Cable distribution: small scale/ local businesses

1992-1995

1995-2010

- ✓ Emergence of MSOs, with Pan-India Presence
- ✓ Channels go Encrypted/ Pay
- ✓ Boom in number of channels (300+)
- ✓ Emergence of digitalisation
- ✓ Industry starts Consolidating
- ✓ DEN Started Operations in 2007

- ✓ Shift from Analogue to Digitization Notification
- ✓ DAS Phase 1 and 2 digitization achieved

2011-2014

2015-2017

- ✓ Digitization in Phase 3 completed in Dec. 2016
- ✓ Phase 4 in progress

Source: MPA, Company Analysis, Generic Web Search

India Digitisation Progress



Phase I

Delhi, Mumbai
,Kolkata and
Chennai
30 June'2012

Phase II

38
Notified
Cities
31 March'2013

Phase III

7709
urban
Areas
31 Dec'2016

Phase IV

Rest
of
India
still underway

DEN – Overview

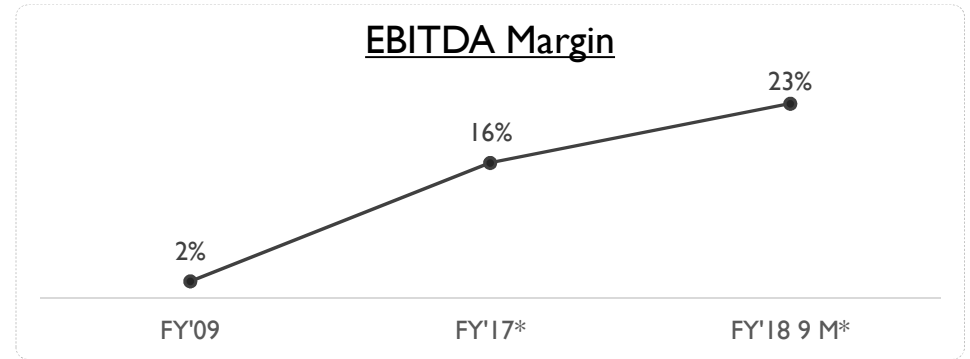
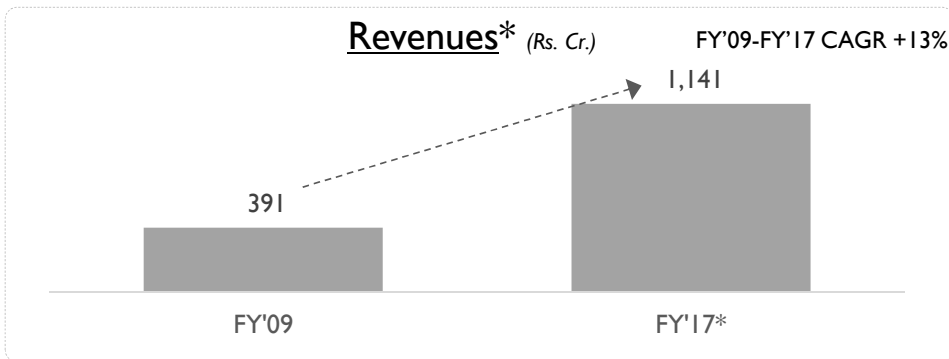
CMP (INR)	100
Equity Shares (mn)	196
Market Cap (mn)	19,587

Shareholding Pattern (31-Mar-18)

Promoters	36.45%
Foreign shareholders	46.47%
Others	17.08%

Established in 2007, Den Networks has enhanced its product portfolio offering high speed Broadband services with a vision to provide bundle services to its customers.

- ✓ 13 Million Cable TV universe
- ✓ Provides cable services across 13 key states in India
- ✓ Home pass of 900k for Broadband with ~215k subscribers
- ✓ Experienced leadership team to spearhead growth;
- ✓ Best in class customer experience – OTT application , tie-ups with Samsung and BARC implemented and gaming introduced
- ✓ New 100 cities FTTH broadband plan launched recently



*FY2016-17 and FY18 9 M on Ind. AS basis (excludes Unconsolidated entities)

DEN – Improvement drivers

Focus on Core Businesses

- ✓ Cable
- ✓ Broadband

Non – Core businesses divested
100%

- ✓ Football
- ✓ TV Shop

Focus on Cable Subscription

- ✓ Grew 27% Y-o-Y in 9M FY18

Bottom line focus – cash backed

- ✓ EBITDA*
 - Phase 1/2 : +28% - 30%
 - Phase 3 : +5%

Consumer FIRST

- ✓ OTT APP launched - First MSO in the country
- ✓ Strong HD initiative
- ✓ Open box – Trial run in progress

Broadband

- ✓ 100 cities Capex light model launched

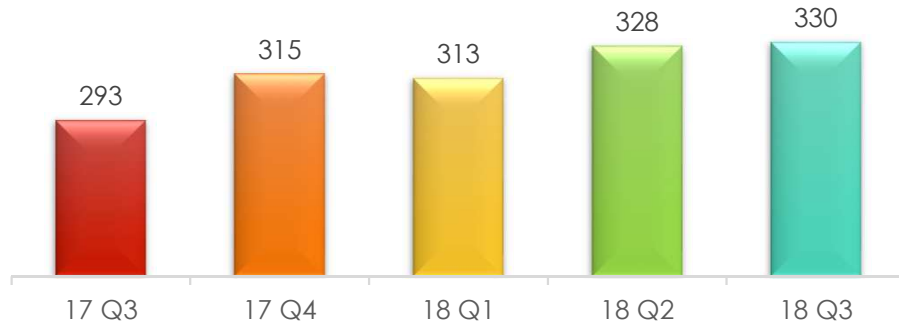
*Pre- activation

Snapshot : Q3 FY 2017-18 Financial results

Consol (Ind. AS) Highlights

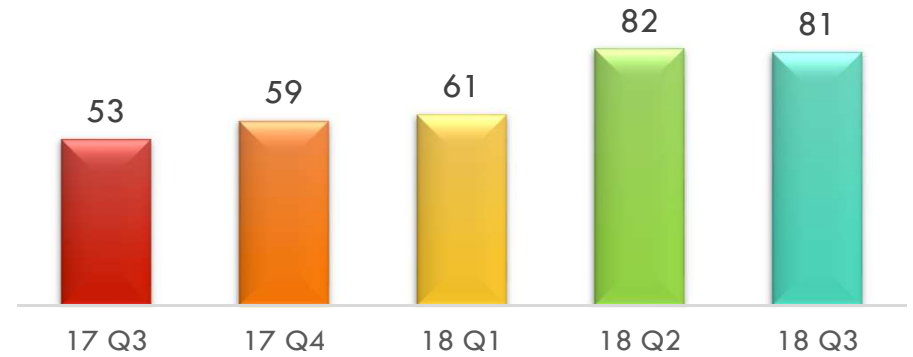
Rs in crs

Quarterly Revenue



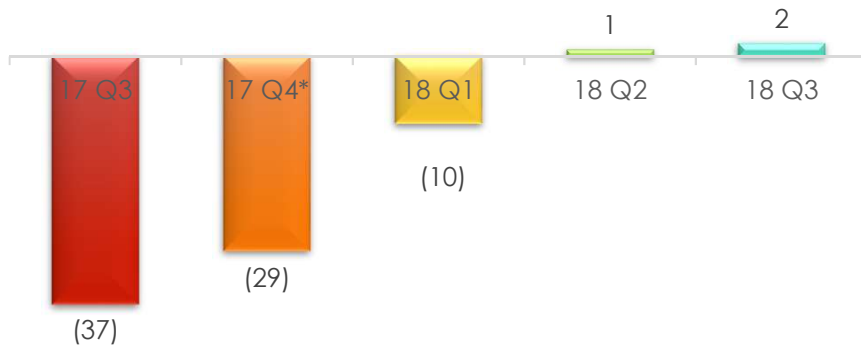
Rs in crs

Quarterly EBITDA**

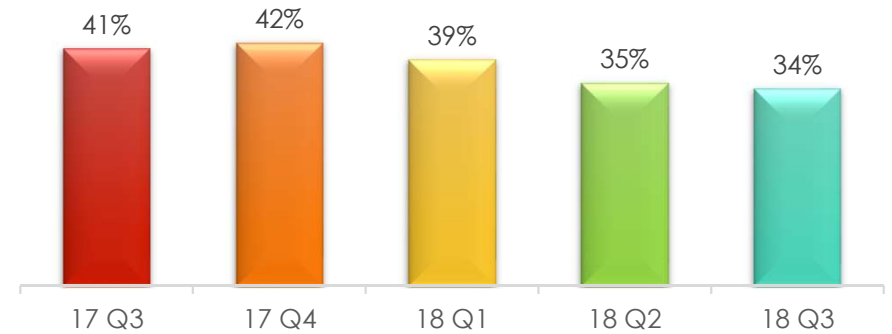


Rs in crs

Quarterly PAT



Opex % Revenue



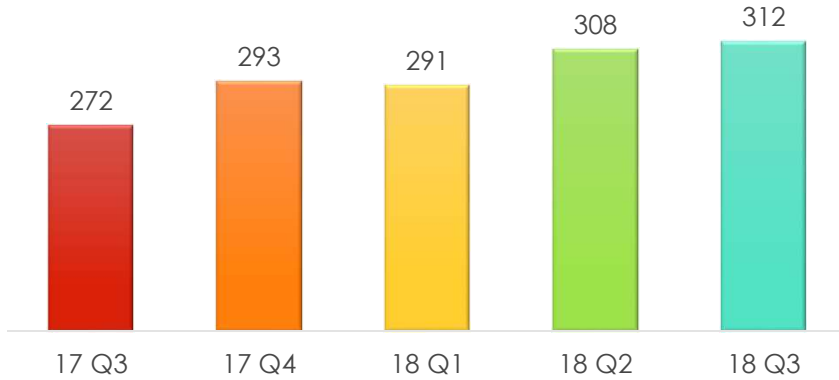
*Before exceptional item

****Consolidated Quarterly EBITDA for FY18 Q3 at Rs. 95 crores (incl. Associates)**

Cable Highlights (Ind. AS)

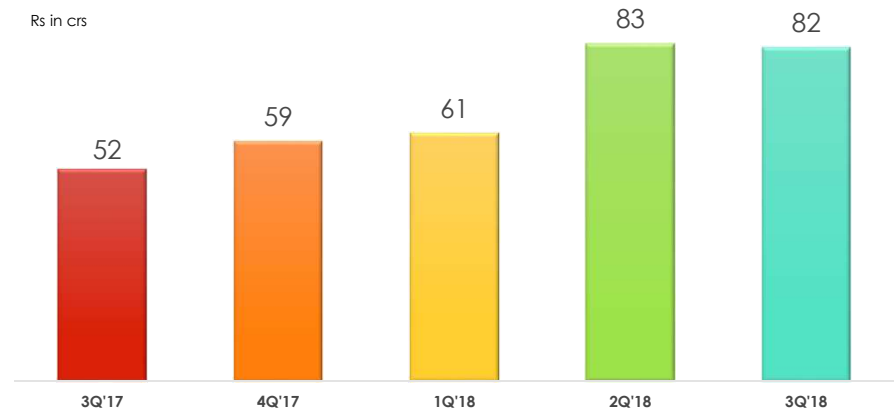
Rs in crs

Total Revenue



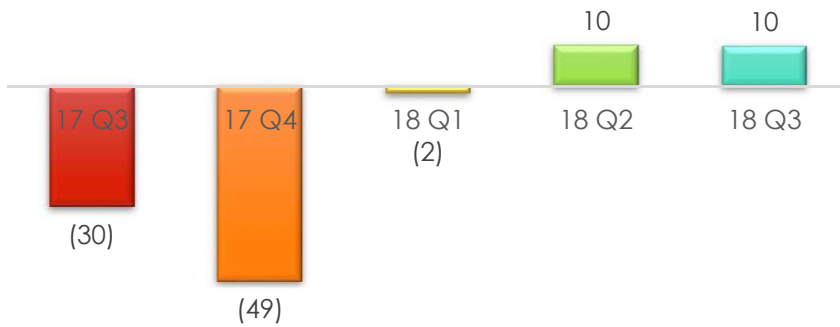
Rs in crs

Cable Quarterly EBITDA

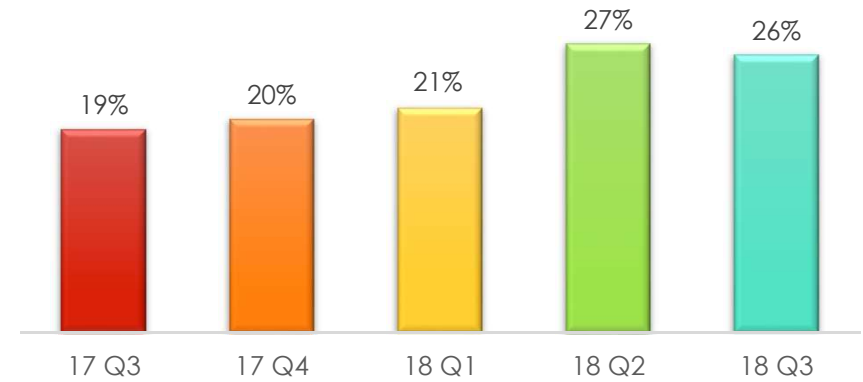


Rs in crs

PAT

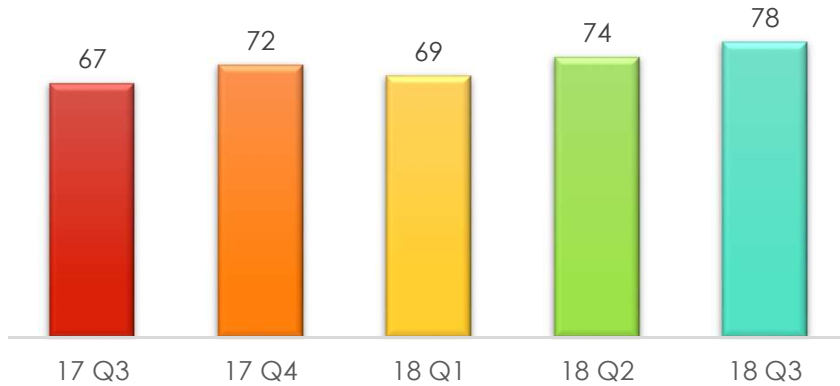


EBITDA % Revenue

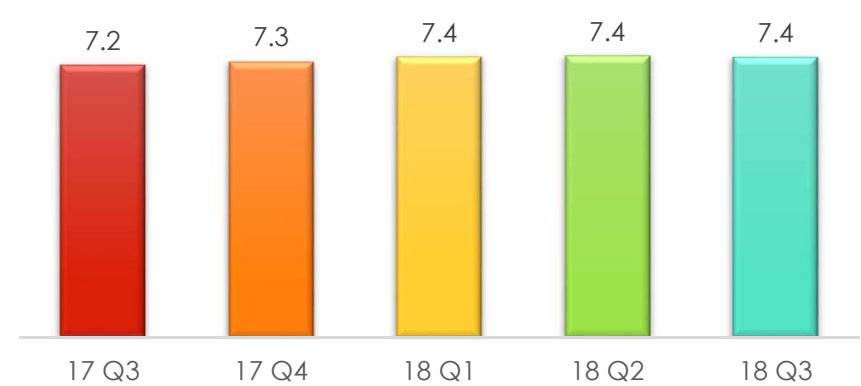


Subscription Revenue and key parameters – Ind. AS

Subscription ARPU (INR)

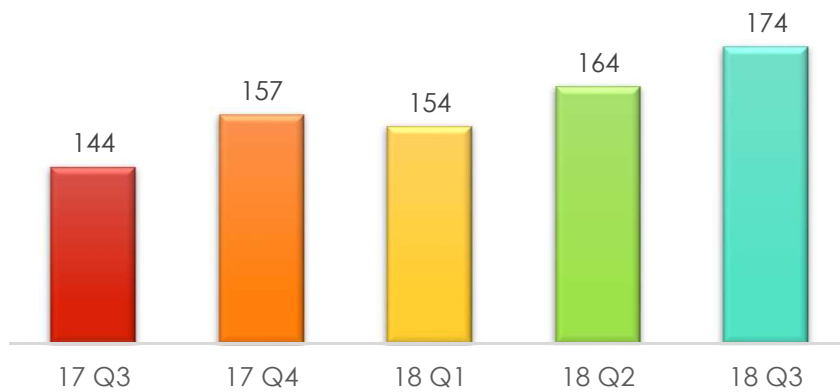


Active Subscribers (mn)

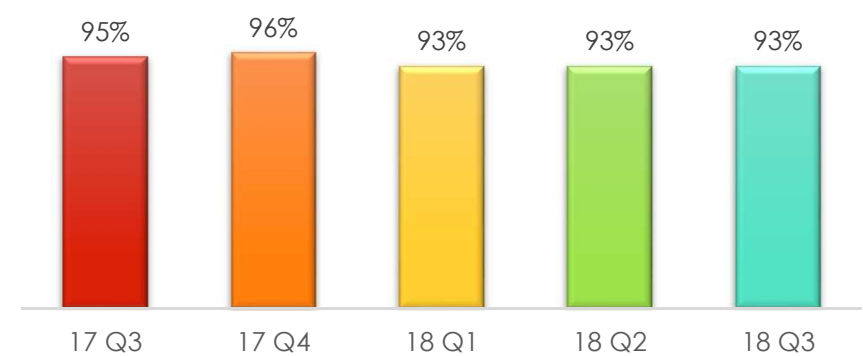


Rs in crs

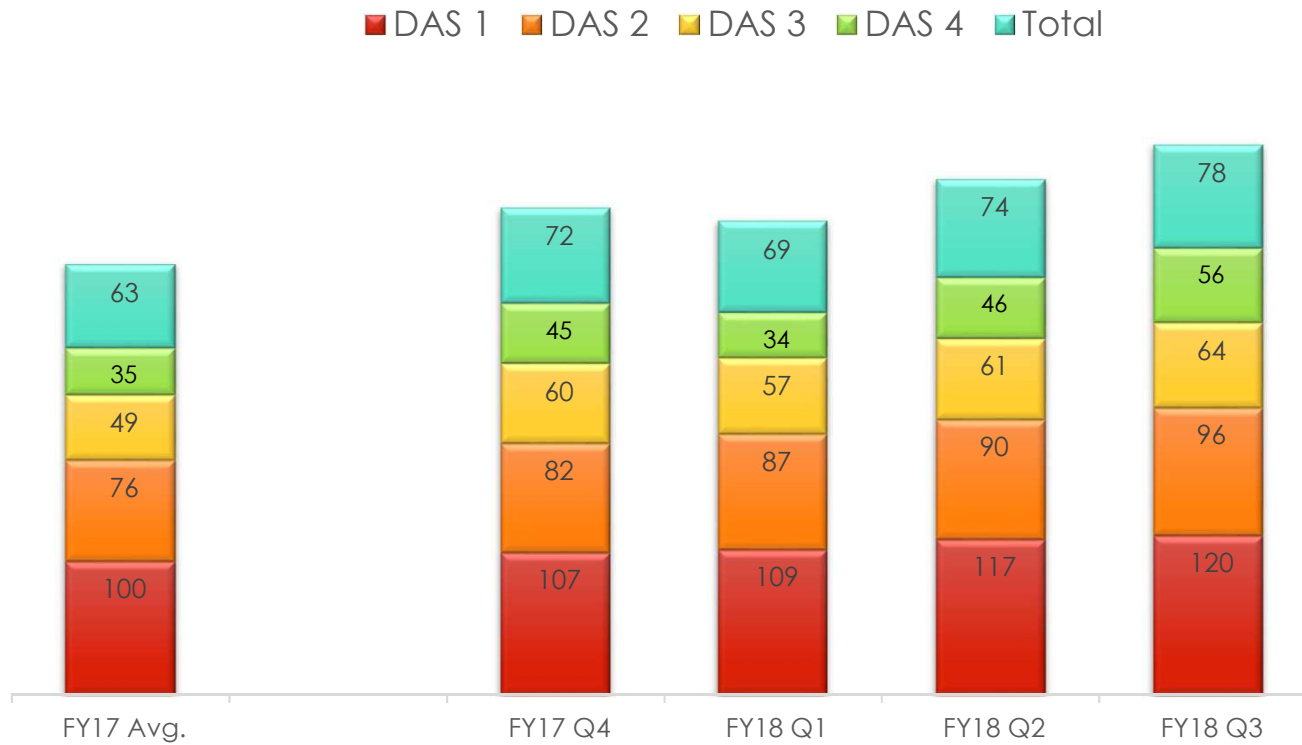
Subscription Revenue



Subscription Collection efficiency



Phase wise Per Box Subscription Revenue INR – Ind. AS



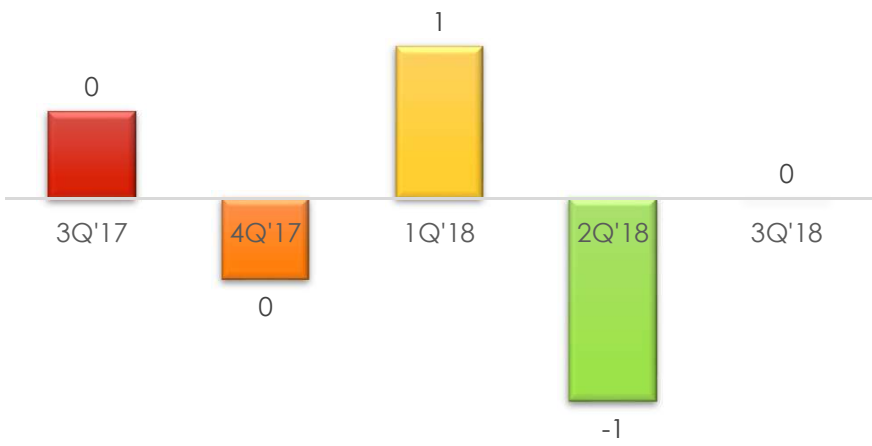
Broadband Highlights



Quarterly Revenue*
(in crs)



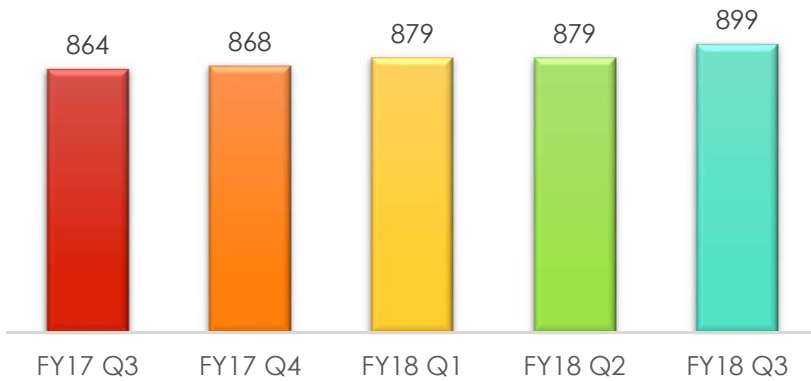
Quarterly EBITDA *
(Rs in crs)



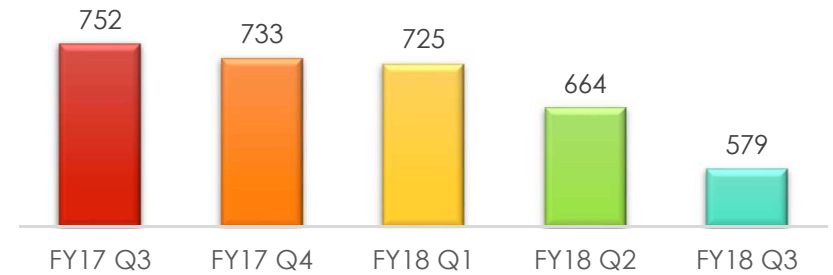
Broadband Highlights contd.....



Homes passed ('000)



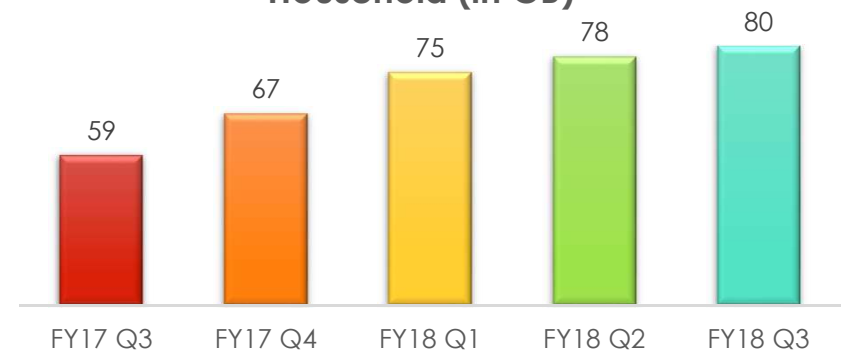
APRU (INR)



Subscribers ('000)



Avg consumption / Household (in GB)

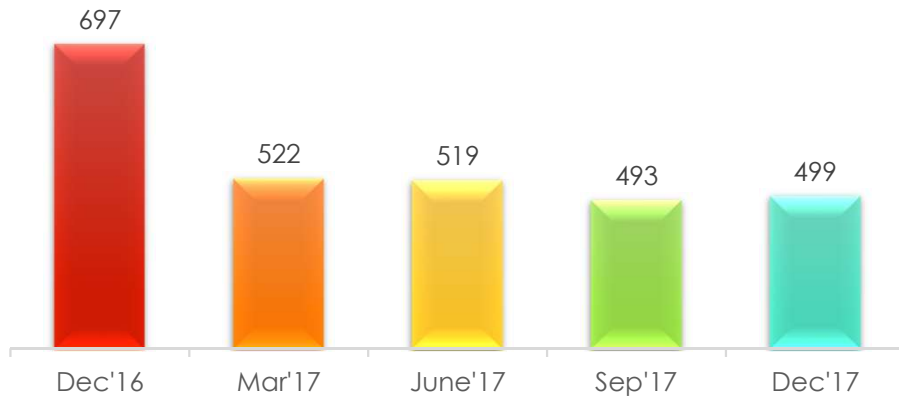




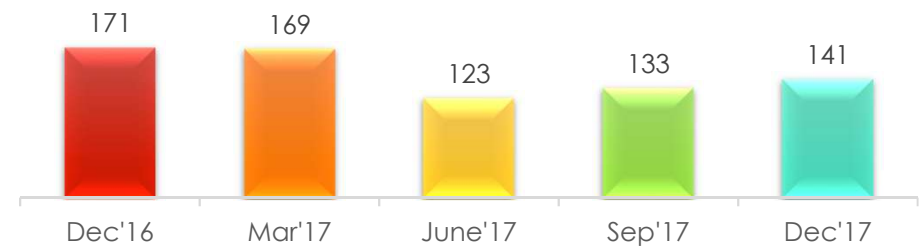
Consolidated Debt position (*Ind. AS*)

Rs. in crs

Gross Debt



Net Debt





Healthy balance sheet

	<u>Dec'17</u>	<u>Sep'17</u>	<u>June'17</u>	<u>Mar'17</u>
Gearing Ratio (Net)	0.16	0.15	0.14	0.19
Net Debt to EBITDA*	0.4	0.4	0.5	0.7
Debtors O/s (Days)	81	77	69	58

* Quarterly EBITDA divide by Net Debt

Broadband - 100 Cities plan launched

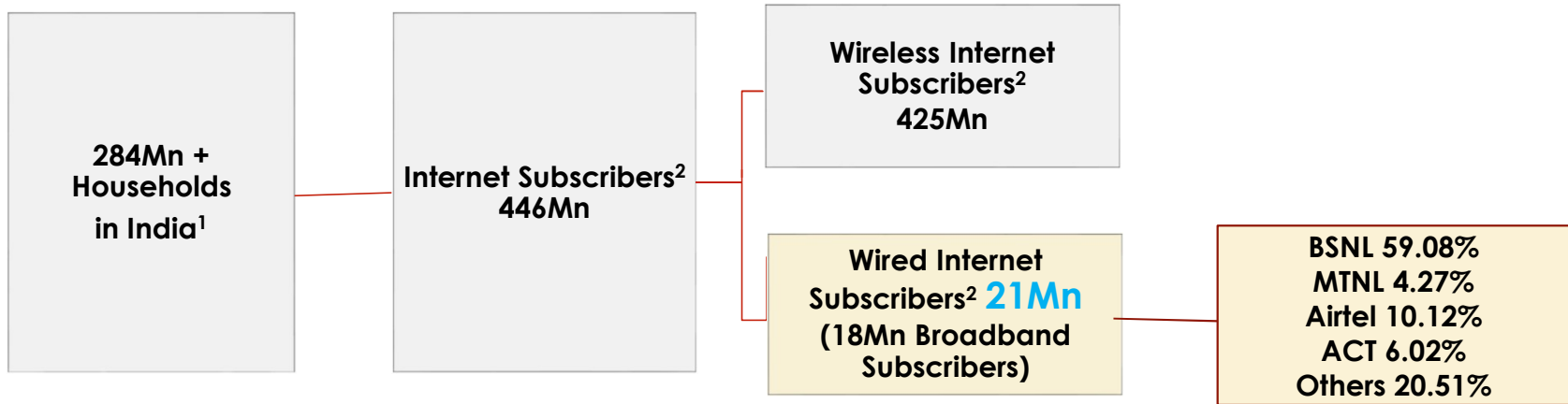
Our Vision – Wired Broadband

Vision

Enabling Wired Broadband access to Cable Homes by leveraging existing Cable TV infrastructure and affordable technology while ensuring superior customer experience.

India Internet Market

Wired Broadband an Opportunity in waiting



Current penetration of 6% offers HUGE opportunity for Wired Broadband

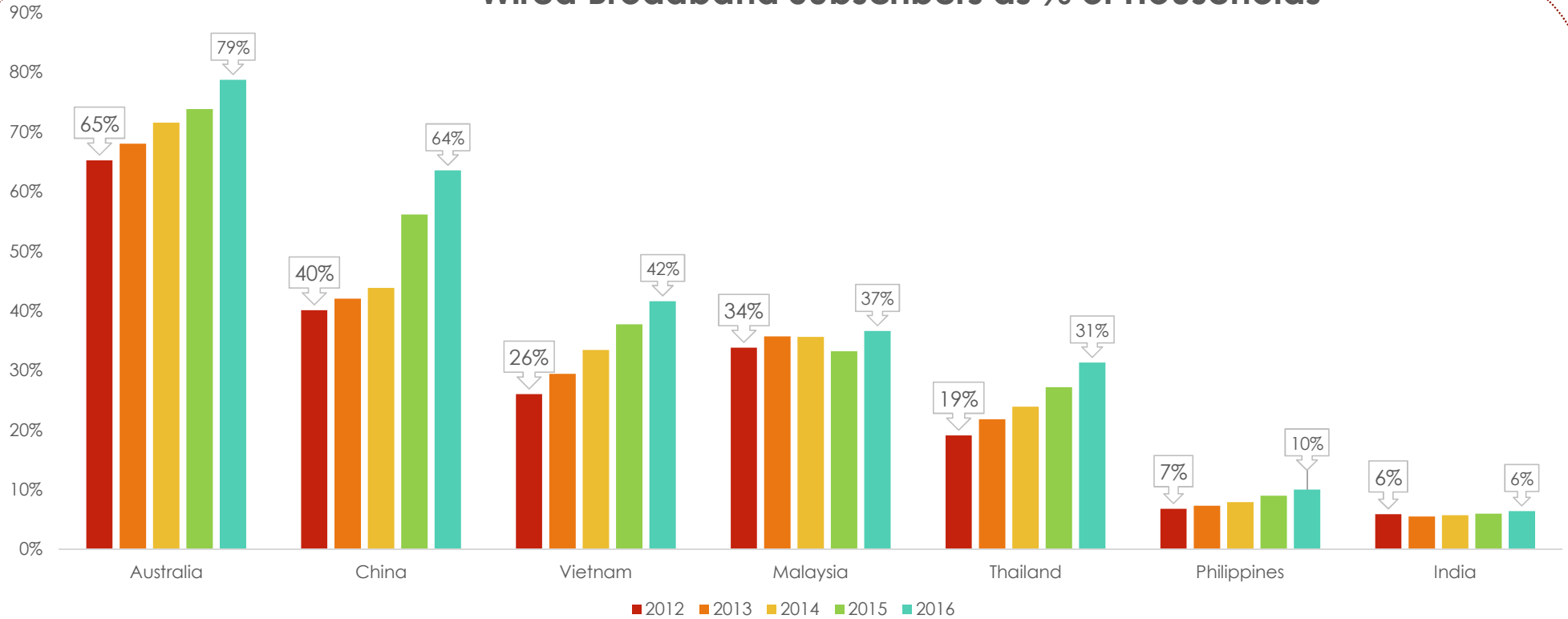
¹ Media Partners Asia

² TRAI Quarterly Performance Indicators Dec 2017

India Internet Market

India's Position in Asia Pacific Wired Broadband Market

Wired Broadband Subscribers as % of Households



Source: Media Partners Asia

India Internet Market

Government's push to Digital India

Government's thrust to "Digital India"



- Digital Transactions crossed 1 Billion mark in December 2017 (Source RBI provisional data)
- BharatNet : already provided with Broadband connectivity to 100K Grampanchayats, targeted 150K more by March 2019 (GOI, report submission in parliament)
- Smart City Project: As of Jan 2018, 99 cites have been identified as part of smart city mission.



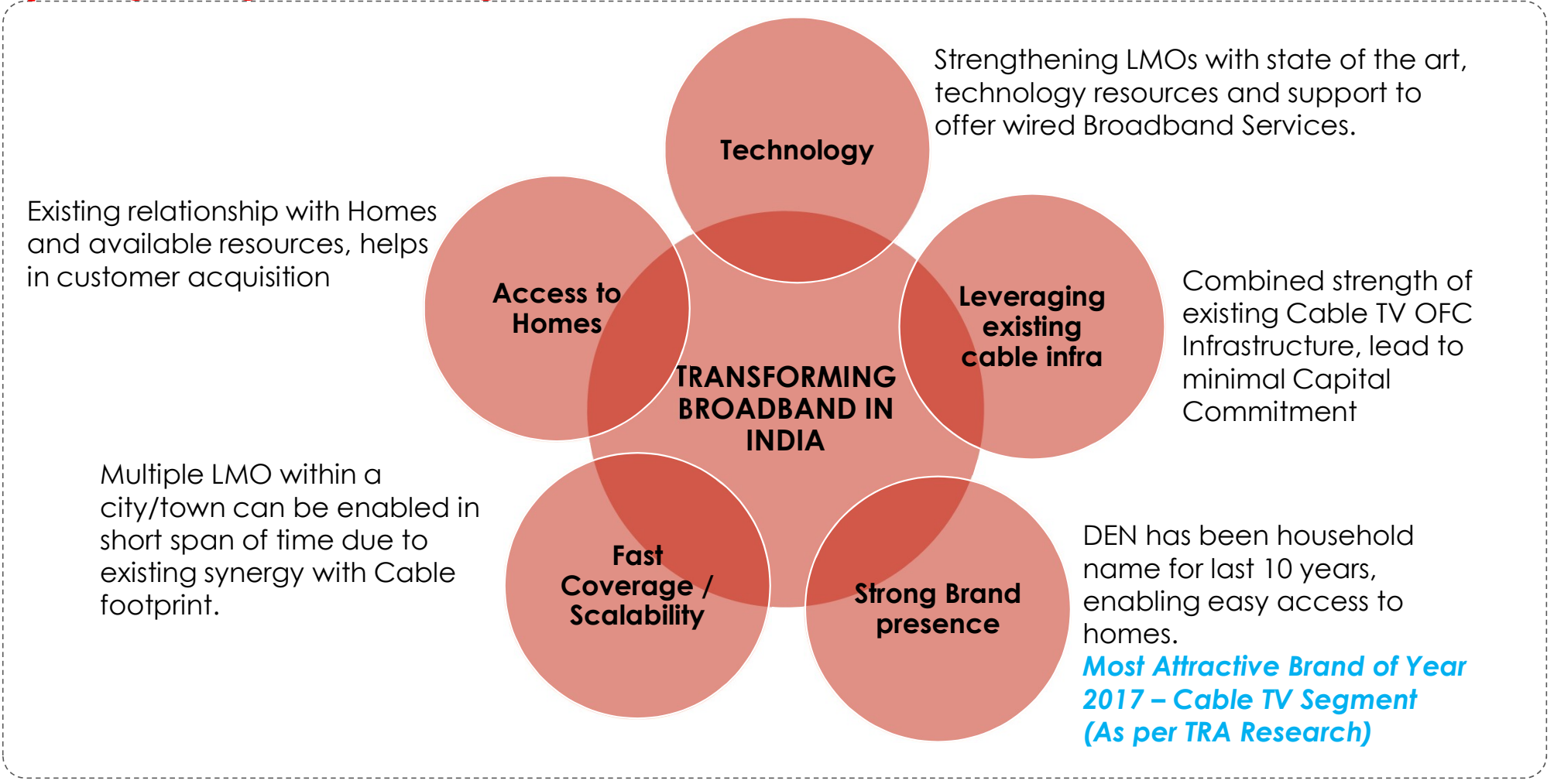
Environment supportive of Fixed Broadband

"Cities in the past were built on riverbanks. They are now built along highways. But in the future, they will be built based on availability of optical fiber networks and next-generation infrastructure."

Sh. Narendra Modi
Honorable Prime Minister

Opportunity for DEN

Synergizing the strengths for TRANSFORMATION



Way Forward – Focus Areas

Focus Areas – 3 pillars

- Increasing subscription collections from Phase 3 and 4 markets
- HD – Increasing penetration and subscription
- Broadband 100 Cities Plan



For Further Information Please Contact

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