

CELEBRATING

THE MILESTONES ACHIEVED
& CHARTING A COURSE FOR THE FUTURE ONES!

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VIDEOCON d2h
INVESTOR MEET
NEW YORK, OCT'15



NASDAQ: VOTH

Disclaimer

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Industry and Market Data

In this presentation, Videocon d2h relies on and refers to information and statistics regarding market shares in the sectors in which it competes and other industry data. Videocon d2h obtained this information and statistics from third-party sources, including reports by market research firms, such as Media Partners Asia, Ltd. Videocon d2h has supplemented this information where necessary with information from discussions with Videocon d2h customers and its own internal estimates, taking into account publicly available information about other industry participants and Videocon d2h's management's best view as to information that is not publicly available.

Earnings before interest, tax and depreciation & amortization (EBITDA)

EBITDA presented in this presentation, is a supplemental measure of performance and liquidity that is not required by or represented in accordance with IFRS. Furthermore, EBITDA is not a measure of financial performance or liquidity under IFRS and should not be considered as an alternative to profit after tax, operating income or other income or any other performance measures derived in accordance with IFRS or as an alternative to cash flow from operating activities or as a measure of liquidity. In addition, EBITDA is not a standardized term, hence direct comparison between companies using the same term may not be possible. Other companies may calculate EBITDA differently from Videocon d2h, limiting their usefulness as comparative measures. Videocon d2h believes that EBITDA helps identify underlying trends in its business that could otherwise be distorted by the effect of the expenses that are excluded calculating EBITDA. Videocon d2h believes that EBITDA enhances the overall understanding of its past performance and future prospects and allows for greater visibility with respect to key metrics used by its management in its financial and operational decision-making.



Media Industry & Pay TV Landscape

The TV Industry in India has shown significant growth and is the largest contributor to the Indian M&E Industry



TV



Print



Film



Radio



Digital

Market Size in
2015 (USD billion)

8.4

4.4

2.1

0.3

1.0

Total Viewership
in 2015 (million)

711

450

130

180

110

Market Size in
2020 (USD billion)

17.3

6.4

3.5

0.7

3.3

Total Viewership
in 2020 (million)

900

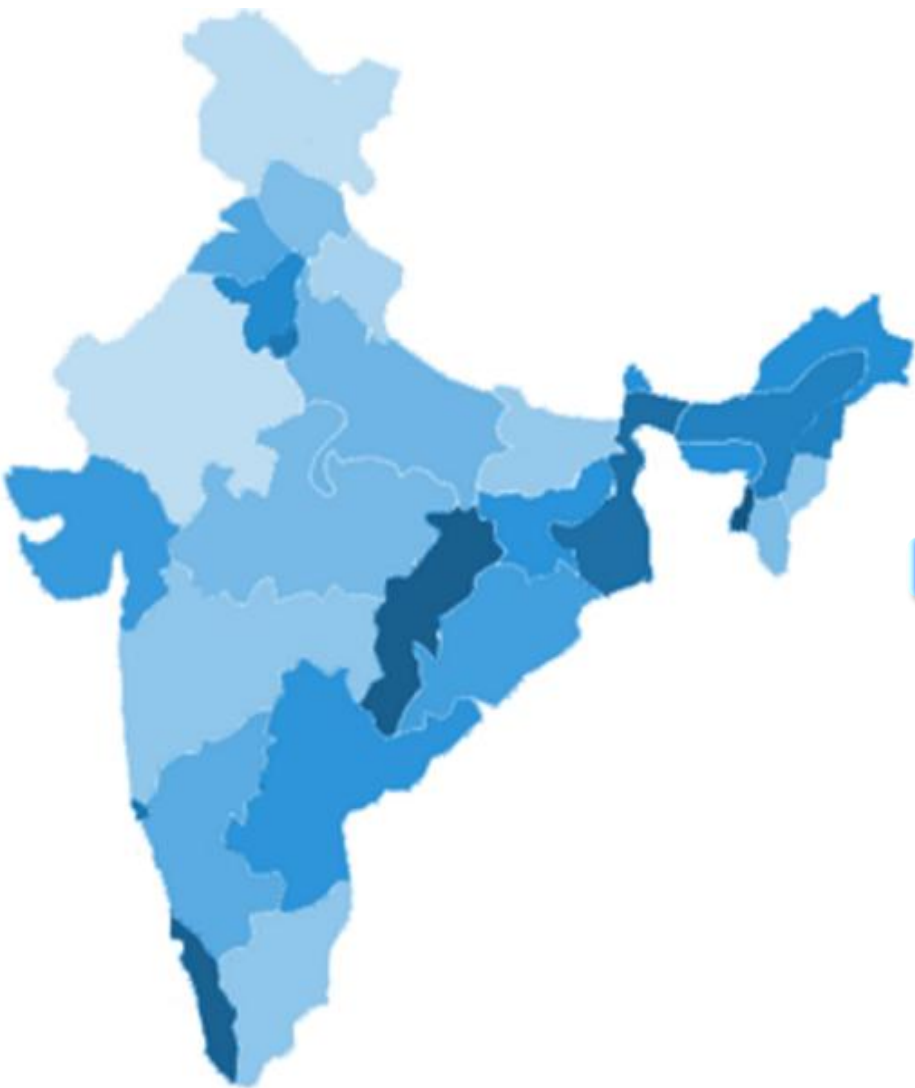
500

200

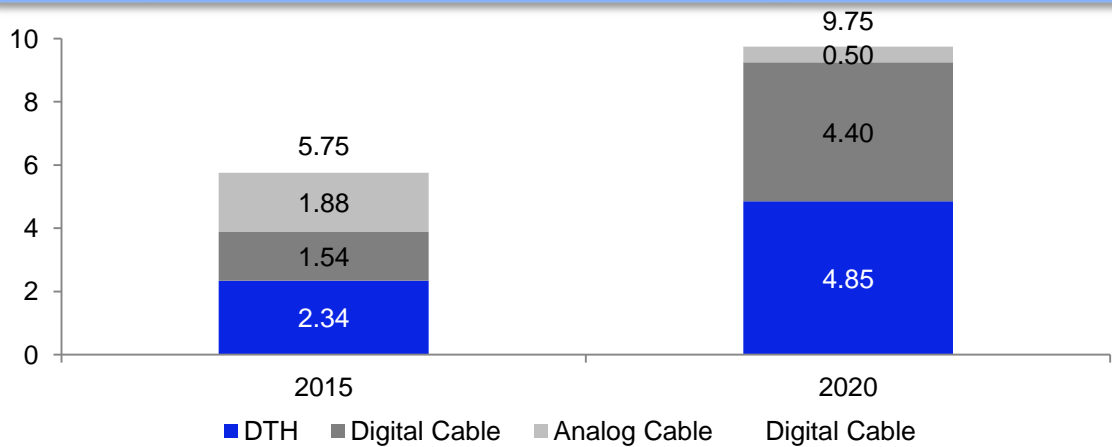
250

400

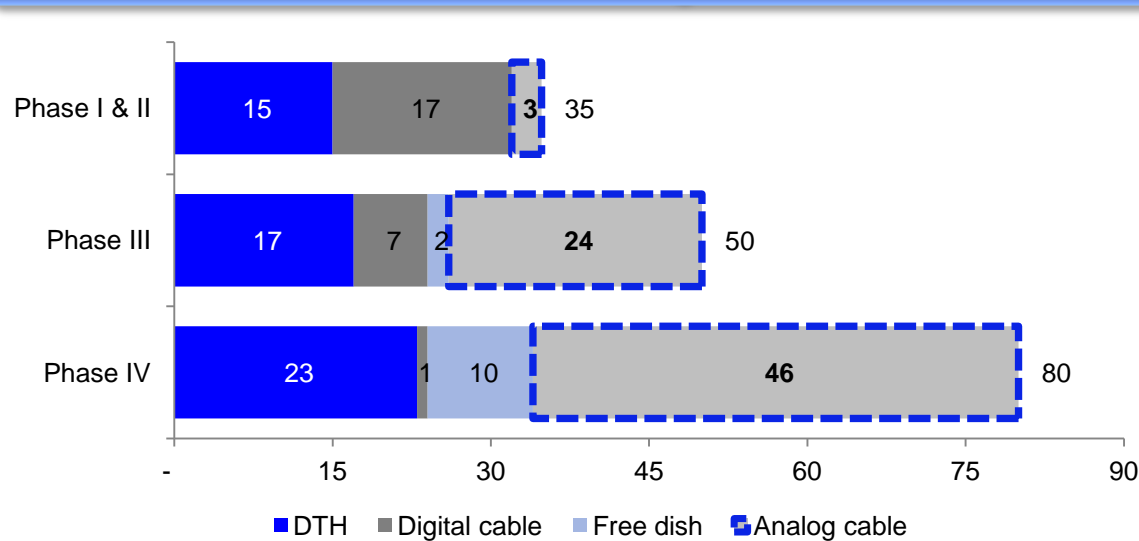
Digital PayTV Connections :100mn Plus Opportunity



Subscription Revenue: Share of DTH vs. Digital Cable

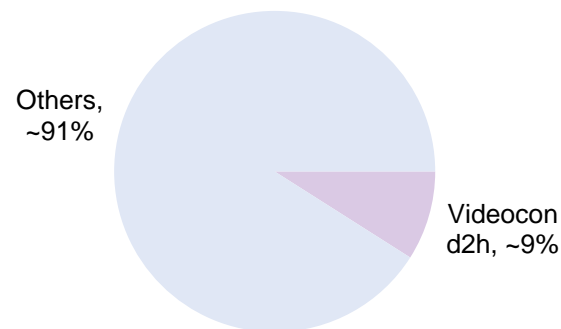


Subscriber Base: Share of DTH vs. Digital Cable

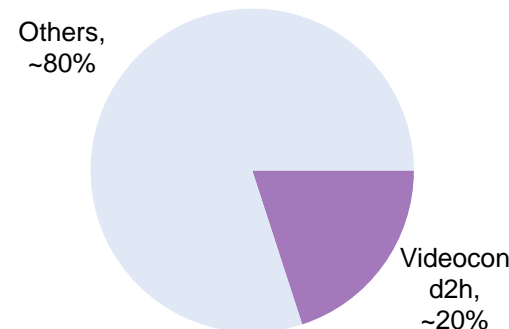


Videocon d2h: Fastest Growing DTH Company

Subscriber market share in FY11



Subscriber market share in FY15



Subscriber market share in 2020



Videocon d2h: Competitive Advantage

Maximum no of channels and services



Widespread sales & distribution presence



Quality customer service



Pioneer in Technology & Product Innovations



Strong Brand Partnerships & Associations



PRINCIPAL SPONSOR



Team sponsor of:



An NDTV initiative



Brand Recognitions & Awards

Innovation - Our DNA

FOR YOU, IT'S A GLOBAL AWARD.
FOR US, IT'S ANOTHER REASON TO THANK OUR
7 CRORE CONSUMERS!



PAY TV SERVICE OF THE YEAR
MIPCOM - 2015, CANNES, FRANCE



The Most Valued Indian Company
On Nasdaq



Best Brands 2014



Asia's Most Promising Brand
2013 & 2014
Validated by consumers & industry
Audited by KPMG



Promising Brands 2015



Product of the year 2010



India's Fastest
Growing DTH Service

Isn't it enough to prove us as the BEST?

VIDEOCON

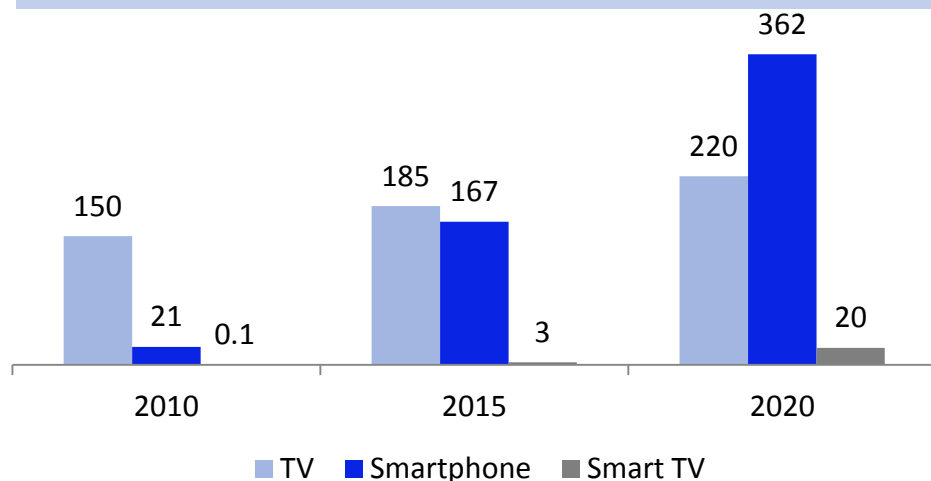
Digital DTH Service



Future Game Changers

Online Video Viewers in India will grow; but content preference on TV is different than the content preference on Digital Devices

Device Penetration in India (in mn)



Content preference on TV vs. Digital Devices

Content consumed on TV



- ▶ Daily soap content
- ▶ Women centric content
- ▶ Hindi & Regional Movies
- ▶ Regional Content

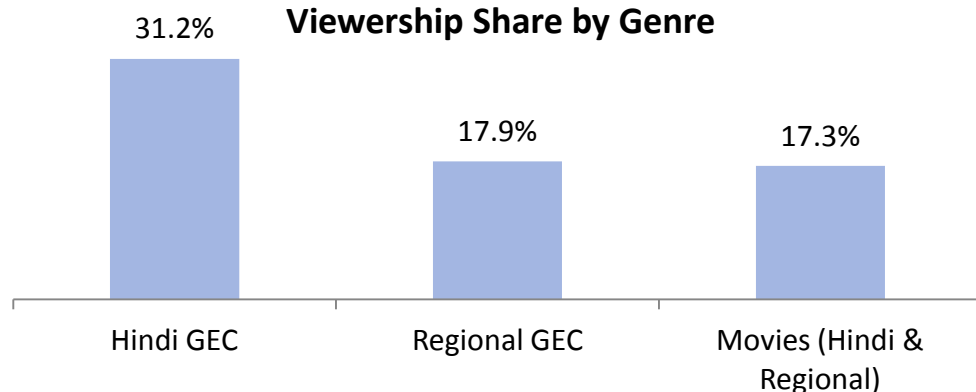
Content consumed on Digital Devices



- ▶ Short-form content
- ▶ High music consumption
- ▶ Increased app usage
- ▶ Snackable content

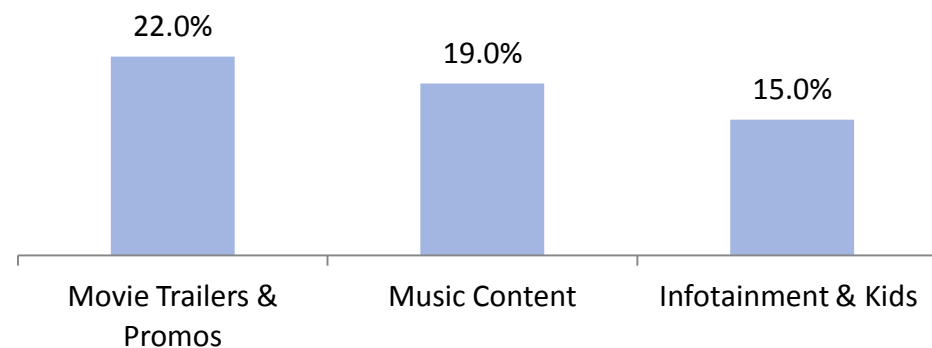
Content viewed on TV

Viewership Share by Genre



Content viewed on Digital Devices

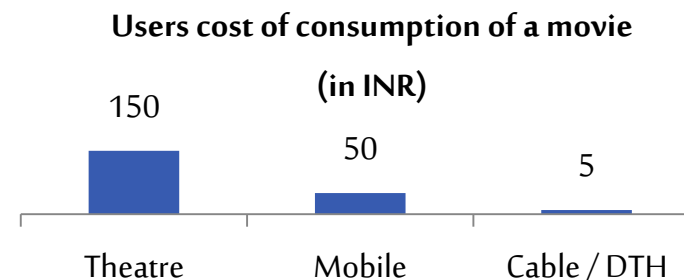
Viewership Share by Genre



OTT growth is constrained by few major macro factors in the market

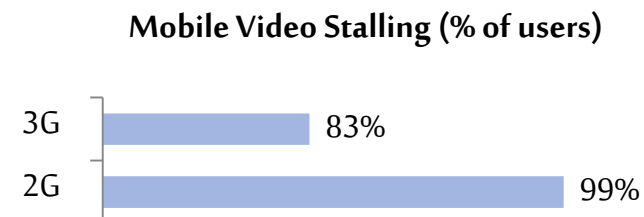
Data Charges

- ▶ Overall high costs of ownership of streamed content



Bandwidth

- ▶ Video stalling due to lack of bandwidth causes low consumption



Payments

- ▶ Consumers are not willing to spend on digital entertainment

Revenues for news, entertainment and lifestyle in India is only 7% of paid apps

d2h remote app: Handful of possibilities

The app acts as an alternative to the remote with the help of a BT dongle



Direct to mobile - TV Everywhere

Live TV



gano ka wohi jadoo,
ab bachchon ki
awaaz mein!

Indian
Idol Junior

Take your entertainment wherever you go.
Watch Live TV on the GO.

VOD

VIDEO ON DEMAND.

THE NEXT BIG THING?



Experience entertainment on your terms

Catch up TV



Available until 17 Aug 1 hr SUB SL AD

earlier today BBC one HD

Time	Program	Action
16:30	Horrible Histories	Watch now
17:00	Newsround	Watch now
17:15	Pointless	Watch now
18:00	BBC News at Ten	Watch now
18:30	BBC London News	Watch now
19:00	The One Show	Watch now

Don't mess up your work for your shows.
Watch shows whenever you have time

Transfer & Go



d2h infinity: your account manager right in your hand

TV Guide



All channel information at just one place

One stop destination



Remind, share & record you favourite shows



Account management



Managing your account was never easier

download



Availability is the key to adaptability

Our proprietary d2h services: Fulfilling the content gaps

Movies



Enjoy theatre fresh Movies in SD and HD

Kids



We want every audience to be hooked to our services



Music



Sharing emotions through 2 Video+20 Audio Channels

Darshan



Blessing from afar on a widescreen near you

Active Services: Entertainment that makes you smart



Animated stories and science videos for kids to experience a new way of learning



A collection of exciting games across genres to keep kids attached to the experience



English learning made easy and affordable



Vision is only as big as your imagination.
We dream big so we imagine even bigger

India's First



INDIA's only full time **4K Ultra HD** channel

Sports



FOR A NATION CRAZY FOR CRICKET, WE BRING SPORTS IN EVEN CRAZIER CLARITY

Infotainment



EXPERIENCE NATURE AS IT IS TO BE VIEWED FROM THE NAKED EYE

Bollywood



THE BIGGEST PREMIERE IN ULTRA HD QUALITY ONLY ON INDIA'S FIRST 4K ULTRA HD CHANNEL

Hollywood



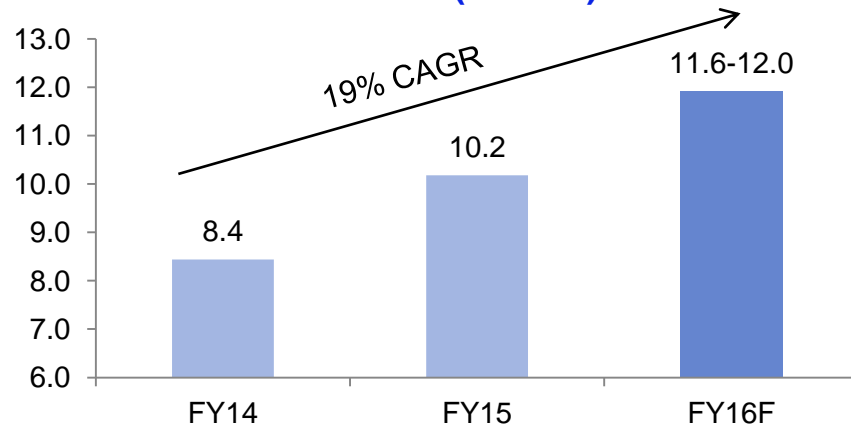
THE WEST IS NOT FAR AWAY AS WELL WATCH IT RIGHT AT YOUR HOME IN 4K



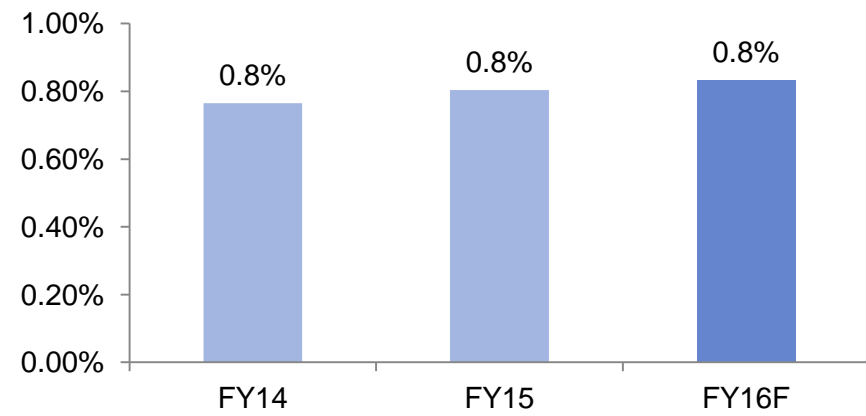
Key Performance Indicators

Key performance indicators

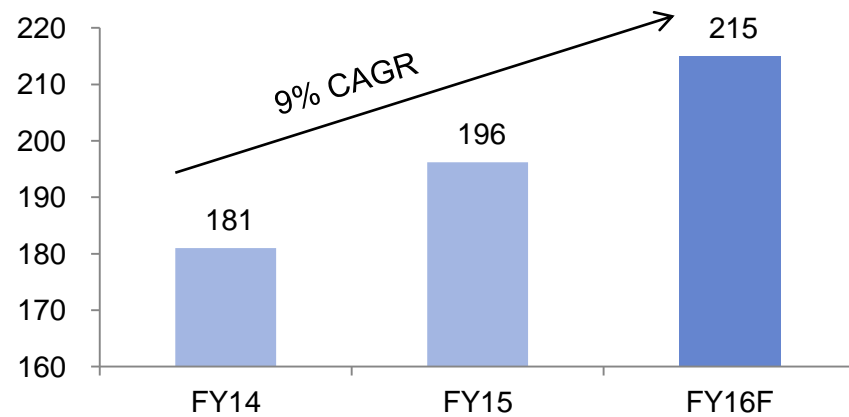
Net subs (million)



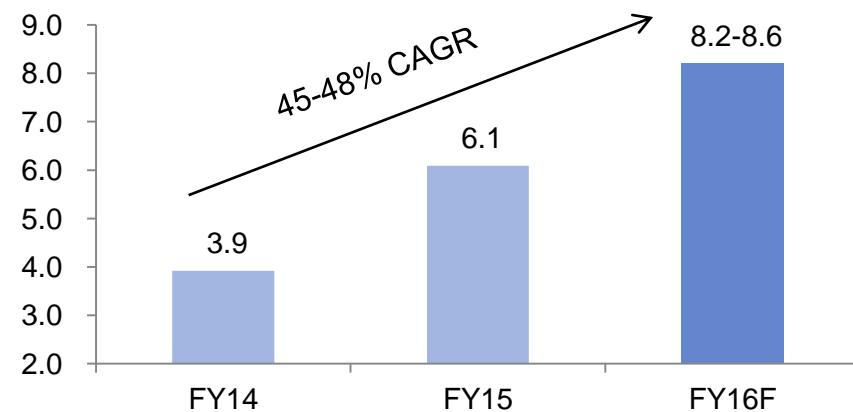
Churn (%)



ARPU (Rs)



EBITDA (Rs billion)



Growth drivers

Near term

Subscribers

- Festive Period
- Cricket World Cup
- Phase III Digitisation

Churn

- Strong Q3FY16 Ahead
- Continue Trend At 10% Per Annum

ARPU

- H2FY16: 4-5% Price ↑ Flow Through
- Seasonal Demand For HD

EBITDA margin

- Content Cost Benefit
- Operating Leverage

Medium to Long term

Subscribers

- 70 million homes under Phase III & IV digitisation
- 25-30 million new TV homes

ARPU

- Significant room to grow led by strong economic growth
- India lowest amongst other developing economies

DTH share

- DTH to gain market share over Cable
- DTH to gain share at high end due to better HD offering

New initiatives

- Contribute to further growth through Technology choices
- Provide wider range of Content to Subscribers

Thank You

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