

DEN Networks Announces the Joining of Yugal Kishore Sharma as President, Broadband

New Delhi: DEN Networks Ltd. is proud to announce the joining of Mr Yugal Kishore Sharma as President, Broadband to spearhead the company's foray into broadband internet services.

Yugal joins DEN from Tikona Digital Networks, a wireless broadband company with a 4G licence where he was the COO. Prior to Tikona, he has worked with Polycom Inc. as Regional Director – India and South East Asia. He has previously been associated with leading Indian and global firms like TATA Telecom Ltd., SIEMENS India, LG Electronics and PARSEC Technologies.

Yugal brings with him his vast experience in the field of Consumer Technology. He has handled product businesses like Mobile Phones, VoIP CPEs, Wi-Fi, DECT, Bluetooth, Video endpoints and enterprise solutions such as Unified Communications (UC), Video-Collaboration (VC) & Tele-Presence.

Commenting on Yugal's appointment, **Mr Sameer Manchanda, Chairman & Managing Director, DEN Networks**, said, *"We are delighted to welcome Yugal to the DEN team. Following the unprecedented success of digitisation with addressability, the focus for our industry now expands to providing true high speed broadband services and bundled double and triple play offerings to consumers. High bandwidth wired broadband is the next game changer for India and has the potential to revolutionise both media and communications industries in the country."*

Mr. S.N. Sharma, CEO, DEN Networks, said, *"It is our pleasure to have a seasoned broadband professional like Yugal at the helm of the broadband vertical. DEN has been gearing up for its broadband foray over the last few months. We have already carried out proof of concept tests on DOCSIS 3.0 platforms and achieved speeds of 100 Mbps in controlled conditions which is far higher than what most broadband platforms are able to offer today. We*

now plan to take broadband across our digital subscriber base and offer consumers an unbeatable high speed data experience.”

DEN’s expertise in cable television coupled with its strong nationwide presence in an estimated 13 million homes and with 5 million digital cable subscribers provides it a strong platform to rapidly grow its broadband services. With the vision of offering double and triple play services to its subscribers, DEN has been investing heavily over the last few years to build a large fibre optic backbone through a combination of owned and leased fibre. Moreover, the existing cable going into the consumer home for digital cable TV is versatile enough to also provide high speed broadband giving the Company massive operating leverage for quick of deployment of its internet service.

Yugal will be reporting directly to Mr S.N. Sharma, CEO, DEN.

About DEN Networks Limited

DEN Networks Limited is India's leading cable TV distribution company reaching an estimated 13 million households in over 200 cities across India. The company has been one of the frontrunners in the digitisation process and has over 5 million digital cable subscribers.

DEN is present in 13 key states across India including Delhi, Uttar Pradesh, Karnataka, Maharashtra, Gujarat, Rajasthan, Haryana, Kerala, West Bengal, Jharkhand and Bihar. The company has a leading presence in the economically important Hindi Speaking Markets (HSM) belt and has large market shares in its major cities of operation.

DEN Digital - DEN’s digital cable services brand is one of the market leaders in India’s digital cable TV industry. DEN Digital offers a wide choice of channels and services spanning all major genres and languages, feature rich Electronic Programming Guides (EPG) and cutting edge value added services (VAS).

DEN has a strategic content distribution JV with Star, Zee and Turner called MediaPro. MediaPro is the exclusive distribution house of over 70 leading pay TV channels in India.