

## **DEN Networks delights viewers in Baroda with**

*Digitally now at your doorstep with complete range of Digital Cable Services & a host of value added services*

**Baroda 2008:** Here's a New Year bonanza for cable TV lovers! DEN Networks, a leading cable distribution entity, with a pan-India footprint today expanded its operations by launching its comprehensive range of Digital services in Baroda. The services and offerings will be provided in collaboration with key cable partners in Baroda.

Following the launch, consumers will receive a high quality digital viewing experience like never before, including a whole range of services and other value-added services apart from digital quality picture and sound. With this launch, DEN will redefine TV entertainment for viewers in Baroda.

Speaking on the occasion, Mr. Anuj Gandhi, CEO, DEN remarked, "Since inception we have been guided by our single-minded objective to deliver **Complete Digital Entertainment** to our consumers. It is our endeavour and long term vision to be a leading integrated cable distribution company in India. The rationale is to drive convergence of technologies by creating a Digital Cable TV brand that would be recognized and demanded by consumers across the country. Today we have the right partners, comprehensive programmes and competitive packages. Having launched successfully in markets like Kanpur, Lucknow, Surat, Bangalore, Nashik, Navi Mumbai, Delhi, Gurgaon and Karnataka, we have already become the preferred choice of consumers. In a short span of one year, we have achieved a substantial subscriber base of over 10 million and enjoy over 50% market share in most of the territories."

Currently, cable television market is highly fragmented and price-sensitive. In addition, consumers are also faced with several issues like quality, installation etc. DEN proposes to institutionalize and consolidate the cable distribution business in the city and is committed to enrich the quality of digital entertainment while ensuring increased value-added interactive services customized to meet consumer needs.

World over, as an underlying technology, digitalization is becoming a growth driver for the future cable distribution. In India too, DEN intends to replicate the same as Digital transmission offers a number of advantages over analogue broadcasting. Deployment of digital cable TV networks help to provide internet and broadband services. Some of the key advantages of digital cable are - Excellent picture quality and sound, consistent picture quality across all channels, interactive electronic programming guide and a capacity to receive more than 1,000 channels.

In Baroda, Digitally will be available among 14 areas - Fatehgunj, Akota, Ellora Park, Karelibaug, VIP Road, Old City Area, Manjalpur, Rajmahal Road, Sama, Tarsali, Alkapuri, Old Padra Road, Dandiya Bazaar and Wadi. DEN intends on launching 155 channels plus games along with plans to start other value-added service like video-on-demand services, music services and many more.

### **About DEN**

DEN is a leading cable network company with a pan-Indian footprint. Its vision is to drive digitization and consolidation in the cable distribution system. The company is promoted by Sameer Manchanda, an industry veteran with over 20-years of experience in media & channel distribution with Raghav Behl (Promoter & Chairman Network18 Group) being the founder member. DEN's is lead by CEO, Anuj Gandhi & President S.N. Sharma who have been associated with the distribution industry for more than 10 years. In a short span of one year, DEN has achieved a substantial subscriber base of over 10 million and enjoy over 50% market share in most of the territories. DEN intends to soon launch many more interactive services & applications.