



Movies • Games Content • Television • Broadcasting • New Media
UTV Software Communications Limited

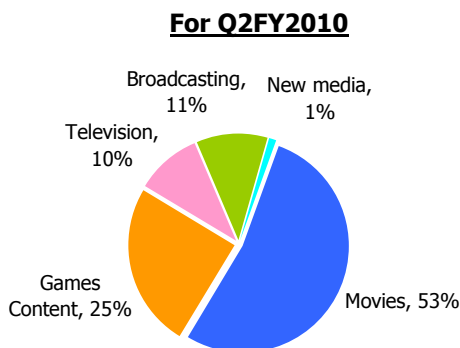
PRESS RELEASE

 FOR THE QUARTER ENDED SEPTEMBER 30, 2009

CONSOLIDATED RESULTS – PERFORMANCE HIGHLIGHTS

**For the Quarter ended September 30, 2009 -
 2Q FY2010 as compared to 2Q FY2009**

- Total Operating Revenues up by 39% to Rs 2,377 million from Rs 1,709 million
- Better operational performance – The Company has reported operational profit as compared to a loss in the same quarter last fiscal - Income before interest, other income & exceptional items increases to Rs. 181 million from a loss of Rs. 94 million.
- Segmental Revenue Contribution



Note: Intersegment revenue contribution in the charts above is adjusted in their respective segment.

BUSINESS SEGMENT REVIEW

Movies Segment

After the standoff with multiplex chains due to which there was no release last quarter, this quarter UTV was back in action with nine releases including three Disney productions as part of the exclusive distribution deal with *Disney*. Following were the releases for the quarter from the UTV stable:

MOVIE NAME	DATE/ MONTH	STAR CAST
<i>Agyaat</i>	7 th August '09	<i>Nitin Reddy, Priyanka Kothari</i>
<i>Kaminey</i>	14 th August '09	<i>Shahid Kapoor, Priyanka Chopra</i>
<i>Aage se Right</i>	4 th September '09	<i>Shreyas Talpade, KK Menon</i>

<i>Unnaipol Oruvan (Tamil re-make of A Wednesday)</i>	18 th September '09	<i>Kamal Hassan and Mohanlal</i>
<i>Eenadu (Telugu re-make of A Wednesday)</i>	18 th September '09	<i>Kamal Hassan and Venkatesh</i>
<i>Whats your Rashee</i>	25 th September '09	<i>Priyanka Chopra, Harman Baweja</i>

As part of the exclusive distribution deal with *Disney*, the Company also released three *Disney* productions, *The Proposal*, *Race to Witch Mountain* and *Up*.

The rest of the fiscal will see a good mix of small budget and big budget movie including a Marathi Film. Below are the movies to be releases in the second half of this fiscal year:

MOVIE NAME	DATE/ MONTH	STAR CAST
<i>Kurbaan</i>	20 th November '09	<i>Saif Ali Khan, Kareena Kapoor, Vivek Oberoi</i>
<i>Chance pe Dance</i>	Q4FY10	<i>Shahid Kapoor, Genelia D'souza</i>
<i>Phillum City</i>	Q4FY10	<i>John Abraham</i>
<i>Pan Singh Tomar</i>	Q4FY10	<i>Irrfan Khan, Mahi Gill</i>
<i>Peter Gaya Kaam Se</i>	Q4FY10	<i>Rajeev Khandelwal</i>
<i>Harishchandrachi Factory</i>	Q4FY10	<i>Marathi film</i>

(visit us at www.utvmotionpictures.com for more details)

Games Content Segment

This business segment comprises *UTV's* gaming businesses which include *Ignition*, *Indiagames* and *True Games*.

Ignition: This quarter has been a very exciting one for *Ignition* which was a relative new comer to the bustling videogame industry but is now gradually making a mark by showcasing its games at the *TGS* and *E3* during the first and second quarter of this fiscal.

Ignition released two of its highly anticipated video games, *The King of Fighters XII (KOF XII)* and *Muramasa: The Demon Blade* and.

KOF XII

- Platform: *PS3 & Xbox 360*
- Released in North America at an RRP of \$59.99
- Releases in Europe at an RRP of €59.99
- Released in UK at an RRP of £39.99

Muramasa: The Demon Blade:

- Platform: *Nintendo Wii*
- Released in North America at an RRP of \$49.99

(Visit us at www.ignitionent.com for more details)

Ignition is on course for release of its three AAA titles on PS3 and XBOX 360 during the third quarter of fiscal 2011 – around 12 months from now.

Indiagames: During the quarter, *Indiagames* launched more than 50 games in the Indian market which included games from its own portfolio as well content from its partner companies like *Electronic Arts*, *Glu Mobile* and *Digital Chocolate*. Some of the key titles included games based on Hindi Films such as *Aagey Se Right*, *Wake Up Sid*, *Quick Gun Murugun*, *Kaminey*, *What's Your Raashee* and some other games based on *England vs. Australia Test Series* and the *Cricket T20 World Championship*. Syndicated launches included *Harry Potter Half Blood Prince*, *Mobile Grand Prix1*, *EA Cricket 10*, *Need for Speed Shift* and *Speedway 2009*. During the quarter, the Company also launched the game *Mercury Meltdown* which is based on *Ignition Entertainment's* IP.

In the international market *Indiagames* increased its focus on *i-phone* with launches including *Australia vs England Test Series*, *Australia vs. England T20*, *Godzilla*, *Movin Maze* and *The Office Challenge*.

Indiagames also won its first Master Service Provider contract for entire WAP deck management including games, imagery and music for *Etisalat* which will be launching services shortly.

On the Games on Demand front, *Indiagames* launched a bundled pack with *Airtel Broadband* for games on four premium plans. The company has also launched in beta – a website for Download to Own games, which will be launched commercially in Q3. (visit us at www.indiagames.com for more details)

Some of games published this quarter by *Indiagames* were:

Name of Games	Territory
Mercury Meltdown	India, EMEA, APJ
Garfield Train Your Brain	Emea, APJ
Eng VS Aus Test Series	India, EMEA, APJ
Cricket_T20_WC	APJ
Champions Trophy Cricket/Tri Series	India, EMEA
Do Knot Disturb	India
Khatron Ke Khiladi Level2	India
Aagey Se Right	India
Wake Up Sid	India
Quick Gun Murugun	India
Kaminey	India
What's Your Raashee	India
Harry Potter Half Blood Prince	India
Supandis Kerala Tour	India
Shikari Shambu Fishing	India
G.I Joe	India
Fight Night Round 4	India
FIFA2 for 1	India
EA Cricket 10	India

Need for Speed 2 for 1	India
Need for Speed Shift	India

True Games: *True Games*, a start up company based in the US is mainly focused on creation of their own gaming platform in US and Turkey and syndication of its content to online platforms to the rest of the world. Its revenue model is mainly based on *Massively Multiplayer Online Role Playing Games (MMORPG)* with micro-transactions. *True Games* released a beta version of its first game *Warrior Epic* in the US on May 19, 2009 and expected to launch commercially by the end of November 2009. Its second game, *Mytheon* is under development and is expected to release in Q4FY10. Syndication deals are tied in for the first game in territories like China, Korea, Russia and Europe. The company has put together an efficient development studio at Beijing and Austin to undertake its development activities for its games *Warrior Epic* and its third game *Heaven & Hell*. (visit us at www.truegames.com for more details)

Television Segment

Television segment primarily consists of all products and services offered for the small screen. Therefore, this segment of the Company constitutes TV Content production, Airtime sales and Dubbing businesses.

TV Content: *UTV's* TV Content segment represents the shows produced by the Company on a commissioned basis. Following are the shows that were aired during the quarter

Name	Channel	Status
<i>Cash Cab Season 2</i>	<i>Bindass</i>	Concluded
<i>Sonu Sweety</i>	<i>SabTV</i>	Running

Below is the programming line up for coming quarters:

Name	Channel
<i>Taaron Ki Sair</i>	<i>DD1</i>
<i>Sid Vs Varun</i>	<i>Bindass</i>
<i>Emosional Atyachaar</i>	<i>Bindass</i>
<i>Jugaadu</i>	<i>Bindass</i>
<i>Jothe Jothe Yeli</i>	<i>UdayaTV</i>
<i>Anamika</i>	<i>ETV Marathi</i>

Air Time Sales: During the quarter, the Company has managed a monthly average of over 100 hours of content under management across all leading South Indian Channels such as *SunTV*, *GeminiTV*, *SuryaTV* and *UdayaTV*. In the airtime sales business, the Company has been focusing on strengthening the quality of our portfolio of shows and hence this quarter, they have concluded three of our shows. For the coming quarters they have also built a line up of reality shows on *SunTV*, *GeminiTV*, *SuryaTV* and *UdayaTV*.

New Media Segment

This segment comprises the Web and Mobile foray of the Company. During this quarter, this segment has contributed about 1% of the operating revenues of the Company. Various products and services under this segment include portals such as – techtree.com, CXOtoday.com, channeltimes.com, enterpriser.com, utv@play.com, and services such as distribution of movies and music based products on mobile such as RBT/ CRBT, Wallpapers, Audio Cinema, etc

In the first quarter, the Company launched an innovative product called *Audio Cinema*, a movie-on-your phone service in India - . The technological innovation offers movie enthusiasts a one-hour audio version of films with dialogues, narration and the substance of the story at Rs 6 per minute. They have also been working to narrow down the time gap between the theatrical release of a movie and its release on audio cinema – the release of *Kaminey* on audio cinema just 15 days after its theatrical releases thereby gaining immense traction towards the product is one such successful effort. Some of the movies that have been launched on audio cinema include recent releases as well as past blockbusters like

- *Whats Your Rashee*
- *Wake Up Sid*
- *Kaminey*
- *Sholay*
- *Fashion*
- *Prem Loka (Kannada)*
- *Thalpati (Tamil) and*
- *Gang Leader (Telugu).*

Forthcoming audio cinema releases would include:

- *Main aur Mrs Khanna*
- *Kurbaan*
- *Rang De Basanti*
- *Billa (Telugu)*
- *Anthoni Yaar (Tamil)*
- *Sangama (Kannada)*

On the mobile front, The Company has been exploiting a lot of our regional music that as been acquired over the last couple of months. They also launched 12 ring back tones based on the 12 characters of *Priyanka Chopra* from the movies *Whats Your Rashee*.

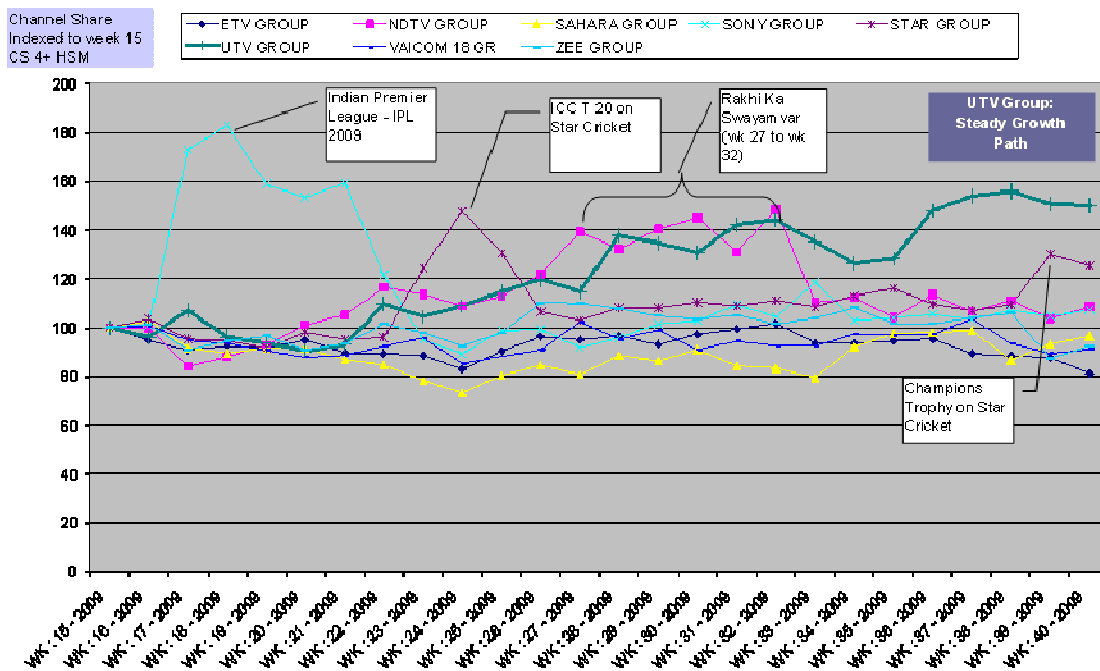
The company is making steady progress in this segment and being cautious of the environment changes and its impact on the business dynamics. It is believed to garner scale with more organized approach towards content dissemination, technology innovations, content innovations – and UTV is at the forefront to capture market share through all those innovations in the times to come.

Broadcasting

Broadcasting includes four channels i.e. *Bindass, Bindass Movies, UTV Movies* and *World Movies*.

The UTV Network bouquet of channels consisting of 5 channels [including promoter held *UTVi*, now called *BloombergUTV*] has shown the maximum growth in viewership share [relative channel share and GRPs] from the beginning of Fiscal 2009-10 [Week 15 - 5th April to 11th April 2009] until date [Week 40 – 27th September 2009 to 4th October 2009] and this growth rate has been consistent during the period.

The chart below is arrived at by using Week 15 channel share as a base and indexing channel shares of all the following weeks till week 40.



Source: TAM [Cable & Satellite Homes; Hindi Speaking Markets; Age: 4+]

In Week 40, the network has shown an increase in channel share of approximately 50% as compared to the channel share in Week 15.

Caution Concerning Forward-Looking Statements

This document includes certain forward-looking statements. These statements are based on management's current expectations or beliefs, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors. The Company is under no obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.
