



April 14, 2014

The National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Bandra (E)

The BSE Limited
15th Floor, Phiroze Jee Jeebhoy Towers
Dalal Street,
Mumbai-400 001

Sub: - Award of a football club for Delhi in The Indian Super League

Dear Sir,

This is to inform you that DEN Networks Limited (the "Company") has been awarded rights for a football club for the city of Delhi in the Indian Super League ("ISL"), a new football league which is jointly promoted by IMG Reliance and Star India, under the aegis of the All India Football Federation (AIFF).

A wholly owned subsidiary of the Company will own and operate the Delhi club of the ISL which includes the football club along with all its related rights, advantages and benefits.



The Company believes that participation in the ISL would have multiple benefits including creating value for shareholders and strengthening the DEN brand. The Company believes football has a strong potential in India and the ISL offers the best platform to tap into the large and growing popularity of the sport in the country. As owners of the Delhi team, DEN would also get an opportunity to establish its brand in consumers' minds as it seeks to launch its high speed broadband internet service and further expand its established presence in digital cable.

This is for your information and records.

Thanking you,

Yours faithfully

For DEN Networks Limited

Jatin Mahajan ★
Company Secretary

DEN Networks Limited

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