

BUSINESS RESPONSIBILITY REPORT

SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

1. **CORPORATE IDENTITY NUMBER (CIN)** : L51909MH1988PLC287553
2. **NAME OF THE COMPANY** : Dish TV India Limited
3. **REGISTERED ADDRESS** : 18th Floor, A Wing, Marathon Futurex, N M Joshi Marg, Lower Parel, Mumbai – 400 013, Maharashtra
4. **WEBSITE** : www.dishtv.in
5. **EMAIL -ID** : investor@dishtv.in
6. **FINANCIAL YEAR REPORTED** : April 1, 2016 – March 31, 2017

7. SECTOR(S) THAT THE COMPANY IS ENGAGED IN (INDUSTRIAL ACTIVITY CODE-WISE):

The Company is mainly engaged in the business of Broadcasting, which falls under “Other satellite telecommunications activities” of NIC Code No. 61309 (As per 2008).

8. LIST THREE KEY PRODUCTS / SERVICES THAT THE COMPANY MANUFACTURES / PROVIDES (AS IN BALANCE SHEET):

The Company provides Direct-to-home (DTH) services and Teleport services.

9. TOTAL NUMBER OF LOCATIONS WHERE BUSINESS ACTIVITY IS UNDERTAKEN BY THE COMPANY:

The operations of the Company are spread all across the country. The DTH services are provided through the head-end which is located at Noida. The Corporate office of the Company is situated at Noida and the registered office is situated at Mumbai. Further, the business activities of the company are undertaken through 17 zonal and regional offices located at the commercial hubs of the country which *inter alia* include Ahmedabad, Jaipur, Mumbai, Guwahati, Chennai, Bangalore etc.

10. MARKETS SERVED BY THE COMPANY:

The operations of the Company are spread all across the country.

SECTION B: FINANCIAL DETAILS OF THE COMPANY (STANDALONE OPERATIONS)

1. **PAID UP CAPITAL** : 1,065 Million
2. **TOTAL REVENUE** : 19,893 Million
3. **TOTAL PROFIT AFTER TAXES** : 1,627 Million
4. **TOTAL SPENDING ON CORPORATE SOCIAL RESPONSIBILITY (CSR) AS PERCENTAGE OF PROFIT AFTER TAX (%)**

During the Financial Year under review, i.e 2016-17, the Company has spent ₹ 188.55 Lakhs towards the CSR Activities. The said amount constitutes approx. 1.16% of the Company’s profit after tax for the Financial Year ended March 31, 2017. The amount of CSR spent is pursuant to applicable provisions.

5. LIST OF ACTIVITIES IN WHICH EXPENDITURE IN 4 ABOVE HAS BEEN INCURRED.

The CSR spend of the Company during the year is mainly in the area of welfare and education as detailed in the annual report on Corporate Social Responsibility (CSR) forming part of the Annual Report.

SECTION C: OTHER DETAILS

1. DOES THE COMPANY HAVE ANY SUBSIDIARY COMPANY/COMPANIES?

As at March 31, 2017, the Company has 2 subsidiary company. Dish Infra Services Private Limited is the wholly owned subsidiary of the Company. Further, the Company holds 70% equity capital in Dish T V Lanka (Private) Limited, a Company incorporated in Sri Lanka.

2. DO THE SUBSIDIARY COMPANY/COMPANIES PARTICIPATE IN THE BR INITIATIVES OF THE PARENT COMPANY? IF YES, THEN INDICATE THE NUMBER OF SUCH SUBSIDIARY COMPANY(S).

No

3. DO ANY OTHER ENTITY/ENTITIES (E.G. SUPPLIERS, DISTRIBUTORS ETC.) THAT THE COMPANY DOES BUSINESS WITH PARTICIPATE IN THE BR INITIATIVES OF THE COMPANY? IF YES, THEN INDICATE THE PERCENTAGE OF SUCH ENTITY /ENTITIES (LESS THAN 30 %, 30-60%, MORE THAN 60%)

No

SECTION D: BR INFORMATION

1. DETAILS OF DIRECTOR/DIRECTORS RESPONSIBLE FOR BR:

a) Details of the Director/Directors responsible for implementation of the BR policy/policies:

All Corporate Policies including the Business Responsibility Policies of the Company are engrained in day-to-day business operations of the Company and are implemented by Management at all levels. The responsibility for implementation of BR Policies of the Company is ultimately shouldered by Mr. Jawahar Lal Goel (DIN - 00076462) Chairman & Managing Director of the Company.

b) Details of the BR Head:

Sr.	Particulars	Details
1	DIN Number	00076462
2	Name	Mr Jawahar Lal Goel
3	Designation	Chairman and Managing Director
4	Telephone Number	0120-2467000
5	E mail Id	investor@dishtv.in

2. PRINCIPLE-WISE (AS PER NVGs) BR POLICY/POLICIES

a) Details of Compliance (Reply Y/N)

Sr No.	Questions	Business Ethics	Product Responsibility	Employee Wellbeing	Shareholder Engagement	Human Rights	Environment Protection	Public & Regulatory Policy	CSR	Customer relation
		P1	P2	P3	P4	P5	P6	P7	P8	P9
1	Do you have a Policy / Policies for	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2	Has the Policy been formulated in consultation with the relevant stakeholders	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
3	Does policy conform to any national / international standards	NA	Yes	NA	Yes	Yes	NA	NA	Yes	NA
4	Has the policy been approved by the board? If yes has it been signed by MD/ CEO/ appropriate Board Director?	Yes	No	No	No	No	No	No	Yes	No
5	Does the Company have a specified committee of the Board/ Director/ Official to oversee implementation of the policy?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
6	Indicate the link for the policy to be viewed online	Most of the relevant policies are disseminated and uploaded for information of relevant stakeholders and employees either on Company's intranet site or on Corporate website								

Sr No.	Questions	Business Ethics	Product Responsibility	Employee Wellbeing	Shareholder Engagement	Human Rights	Environment Protection	Public & Regulatory Policy	CSR	Customer relation
		P1	P2	P3	P4	P5	P6	P7	P8	P9
7	Has the policy been formally communicated to all relevant internal and external stakeholders?	Yes								
8	Does the Company have in house structure to implement the policy	All Corporate Policies including Business Responsibility Policy are engrained in all day-to-day business operations of the Company and are implemented at all Management levels and monitored by the Chairman & Managing Director and also by the Chief Executive Officer of the Company from time to time								
9	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders grievances related to the policy?	Yes								
10	Has the Company carried out independent audit/ evaluation of the working of this policy by an internal or external agency?	Policies are evaluated regularly by the CEO and/or respective Senior Executives								

b) If answer to the question at Sr No 1 against any principle, is “No”, please explain why:

No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1	The Company has not understood the principles	Within the overall guidance of the Board, the Corporate Policies are framed and/or modified from time to time. Policies in connection with Business Operations & Human Resources have been implemented and followed over a period of time as per industry norms and/or best practices and were not approved by the Board specifically. However these Policies as and when approved are released for implementation by the CEO and/or Managing Director of the Company at the relevant point in time.								
2	The Company is not at a stage where it finds itself in a position to formulate and implement the policies on specified principles									
3	The Company does not have financial or manpower resources available for the task									
4	It is planned to be done within next six month									
5	It is planned to be done within next one year									
6	Any other reason (Please specify)									

3. GOVERNANCE RELATED TO BR:

- **Indicate the frequency with which the Board of Directors, Committee of the Board or CEO assesses the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year –**

The assessment of BR performance is done on an ongoing basis by the Managing Director and Senior Management of the Company.

- **Does the Company publish a BR or sustainability Report? What is hyperlink for viewing this report? How frequently it is published?**

The Company had started publishing BR report from financial year 2015-16 on a yearly basis. The BR report is/shall be available at www.dishtv.in

SECTION E: PRINCIPLE-WISE PERFORMANCE

PRINCIPLE 1: BUSINESSES SHOULD CONDUCT AND GOVERN THEMSELVES WITH ETHICS, TRANSPARENCY AND ACCOUNTABILITY

- Does the policy relating to ethics, bribery and corruption apply only the Company? Yes/No. Does it extend to the Group/Joint Ventures/ Suppliers/ Contractors/NGOs/ Others?**

The Company considers Corporate Governance as an integral part of management. The Company has a Code of Conduct that is approved by the Board of Directors and this code is applicable to all Board Members and

Senior Management. The code is available on the Company's website: www.dishtv.in. Additionally, as part of HR policy the Company has framed/circulated policies which deal with (i) Ethics at work place; and (ii) restraining giving and receiving of gifts and other benefits in the course of business relationship etc. These policies are applicable to the employees at all levels, including subsidiaries.

Though the Company's policies currently do not apply to external stakeholders including suppliers, contractors, NGOs etc., the Company follows zero tolerance on any acts of bribery, corruption etc. by such agencies during their dealings with the Company and or with any of its employees.

2. How many stakeholders' complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.

As mentioned in the Corporate Governance Report, 8 complaint were received from investors during the FY 2016-17, which have been resolved. Additionally on an ongoing basis the complaints / grievances / views, are dealt with by respective functions within the Company.

PRINCIPLE 2: BUSINESSES SHOULD PROVIDE GOODS AND SERVICES THAT ARE SAFE AND CONTRIBUTE TO SUSTAINABILITY THROUGHOUT THEIR LIFE CYCLE

1. List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and / or opportunities.

The Company's businesses are provided in compliance with applicable regulations / advisories, issued by relevant Statutory Authorities including but not limited to 'Ministry of Information & Broadcasting' and 'Telecom Regulatory Authority of India'.

2. For each such product, provide the following details in respect of resource use (energy, water, raw materials etc.) per unit of product (optional) including a) Reduction during sourcing/production/ distribution achieved since the previous year throughout the value chain and b) Reduction during usage by consumers (energy, water) has been achieved since the previous year?

The Company's business operations as service provider requires minimal energy consumption.

3. Does the Company have procedures in place for sustainable sourcing (including transportation). If yes, what percentage of your inputs was sourced sustainably?

The Company maintains a healthy relationship with its content providers, vendors and other suppliers and the business policies of the Company include them in its growth. The process of vendor registration lays emphasis on conformity of safe working conditions, prevention of child labour, business ethics and general housekeeping by the vendor.

4. Has Company taken any steps to procure goods and services from local and small producers, including communities surrounding their place of work? If yes, what steps have been taken to improve the capacity and capability of local and small vendors

The Company is a DTH operator and distributes the content which are made available by the Broadcasters. The Company supports the new entrants in the broadcasting business as well the regional players by distributing their content. Towards the encouragement and development of semi-skilled / skilled work force in the country, the Company had initiated a project by the name - "dish dost" under which the work force are trained to be a technician for the DTH segment.

5. Does the Company have a mechanism to recycle products and waste? If yes what is the percentage of recycling of products and waste. (Separately as 10%). Also, provide details thereof, in about 50 words or so.

As the Company is a DTH service provider which is a telecommunication service, the DTH business does not discharge any effluent or waste.

PRINCIPLE 3: BUSINESS SHOULD PROMOTE THE WELL-BEING OF ALL EMPLOYEES

1. Please indicate the total number of employees: 394 permanent employees as on March 31, 2017

2. Please indicate the total number of employees hired on temporary/ contractual/casual basis: 70 employees as on March 31, 2017.

3. **Please indicate the number of permanent women employees:** 44 women employees as on March 31, 2017
4. **Please indicate number of permanent employee with disabilities:** 1 employee as on March 31, 2017
5. **Do you have employee association that is recognized by management?**
No employee association exists
6. **What percentage of your permanent employees are members of this recognized employee association?** NA
7. **Please indicate the number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending as on the end of the financial year.**
None during the year
8. **What percentage of your above mentioned employees were given safety and skill up-gradation training in the last year?**
The Company organizes various training sessions in-house on a regular basis and also sponsors its employees to attend training sessions organized by external professional bodies to facilitate upgradation of skill of employees handling relevant functions, basic fire and safety training. These training are generally attended by majority of employees.

PRINCIPLE 4: BUSINESSES SHOULD RESPECT INTEREST OF, AND BE RESPONSIVE TOWARDS ALL STAKEHOLDERS, ESPECIALLY THOSE WHO ARE DISADVANTAGED, VULNERABLE AND MARGINALIZED

1. **Has the Company mapped its internal and external shareholders?**
The Company has mapped its internal and external stakeholders, the major/key categories include (i) Central and State Governments / regulatory authorities viz. the Ministry of Information & Broadcasting, the Department of Telecommunication, Ministry of Corporate Affairs, Reserve Bank of India, Securities and Exchange Board of India, Foreign Investment Promotion Board, Stock Exchanges and Depositories & other bodies / vendors viz. (i) Advertising Standards Council of India; (ii) Broadcasters; (iii) Business Vendors; (iv) financial institutions; (v) banks; (vi) domestic & international investors and (vii) professional service providers.
However the process of mapping of stakeholders is an ongoing effort of updation on regular basis.
2. **Out of the above, has the Company identified the disadvantaged, vulnerable and marginalized stakeholders?**
Yes
3. **Are there any special initiatives taken by the Company to engage with the disadvantaged, vulnerable and marginalized stakeholders? If so, provide details thereof**
The Company has adopted and put in place the policy, specifically – the CSR Policy and the Code of Conduct, which defines the way ahead for the Company towards the contribution to be made towards the Society and the manner in which it will conduct itself. CSR initiatives of the Company include engaging with disadvantaged, vulnerable and marginalized Stakeholders. During the year 2016-17 the Company has spent an amount of ₹ 188.56 Lacs towards CSR activities with primary focus on welfare and Educational Infrastructure development. Further, the Company has initiated a project – ‘Aparajita’, under which the Company encourages its employees to take steps for supporting Girl Child development through distribution of clothes, celebrating festivals with them, healthcare, teaching & learning etc.

PRINCIPLE 5: BUSINESS SHOULD RESPECT AND PROMOTE HUMAN RIGHTS

1. **Does the policy of the Company on human rights cover only the Company or extend to the Group/Joint ventures/ suppliers/ contractors/ NGOs/Others?**
Dish believes that an organization rests on a foundation of business ethics and valuing of human rights. Dish adheres to all statutes which embodies the principles of human rights such as prevention of child labour, woman empowerment etc. Dish promotes awareness of the importance of human rights within its value chain and discourage instances of any abuse.
2. **How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the Management?**
There were no complaints reported on violation of any Human rights during the financial year 2016-17.

PRINCIPLE 6: BUSINESS SHOULD RESPECT, PROTECT, AND MAKE EFFORTS TO RESTORE THE ENVIRONMENT

- 1. Does the policy related to principle 6 cover only the Company or extend to the Group/Joint ventures/ suppliers/ contractors/ NGOs/ Others?**

Nurturing and safeguarding the environment for long term sustainability is of prime importance. The Company, on standalone basis, has undertaken several green initiatives at all its office locations during the year.

- 2. Does the Company have strategies/initiatives to address global environmental issues such as climate change, global warming, etc.? Y/N. If yes, please give hyperlink for webpage etc.**

No

- 3. Does the company identify and assess potential environmental risks? Y/N**

No, the Company being in the business of Distribution of TV Channels, does not involve in any manufacturing activity.

- 4. Does the Company have any project related to Clean Development Mechanism? If so, provide details thereof in about 50 words or so. Also, if Yes, whether any environmental compliance report is filed?**

No, the Company being in the business of Distribution of TV Channels, does not involve in any manufacturing activity.

- 5. Has Company undertaken any other initiatives on – clean technology, energy efficiency, renewable energy etc? Y/N. If yes, please give hyperlink to web page etc.**

No, the Company being in the business of Distribution of TV Channels, does not involve in any manufacturing activity.

- 6. Are the Emissions/Waste generated by the Company within permissible limits given by CPCB/SPCB for the financial year being reported?**

Not applicable, since the Company being in the business of Distribution of TV Channels, does not involve any manufacturing activity

- 7. Number of show cause/legal notices received from CPCB/SPCB which are pending (i.e. not resolved to satisfaction) as of end of financial year.**

Nil

PRINCIPLE 7: BUSINESS, WHEN ENGAGED IN INFLUENCING PUBLIC AND REGULATORY POLICY, SHOULD DO SO IN A RESPONSIBLE MANNER

- 1. Is your Company a member of any trade and chambers or association? If yes, name only those major ones that your business deals with.**

During the year under review, the Company had memberships with following associations / chambers:

- CII (Confederation of Indian Industry) and
- FICCI (Federation of Indian Chambers of Commerce and Industry).

- 2. Have you advocated/lobbied through above associations for advancement or improvement of public good? Yes/No; If yes, specify the broad areas**

The Company has been active in various business associations and supports / advocates on various issues for better viewer experience.

PRINCIPLE 8: BUSINESSES SHOULD SUPPORT INCLUSIVE GROWTH AND EQUITABLE DEVELOPMENT

- 1. Does the Company have specified programmes/initiatives/projects in pursuit of the policy related to Principle 8?**

The Company has a well drafted CSR policy in line with Section 135 read with Schedule VII of Companies Act, 2013. Requisite details of CSR initiatives undertaken in pursuit of the Company's CSR policy are included in

the Annual Report on CSR forming part of this Annual Report. Further, in addition to the above as a social responsibility, the Company has supported a project - "Aparajita". Under the said project, the Company encourages its employees to take all the steps for supporting Girl child development through distribution of clothes for girl child, celebrating festivals with them, health care, teaching & learning etc.

2. Are the programmes/projects undertaken through in-house team/own foundation/external NGO/government structures/any other organization?

The Company undertakes CSR directly and also in partnership with various agencies. Requisite details of entities through whom CSR initiatives were undertaken are included in the Annual Report on CSR forming part of this Annual Report. Further, in addition to the above as a social responsibility, the Company has supported a project - "Aparajita". Under the said project, the Company encourages its employees to take all the steps for supporting Girl child development through distribution of clothes for girl child, celebrating festivals with them, health care, teaching & learning etc.

3. Have you done any impact assessment of your initiative?

The executives involved with the CSR initiative of the Company regularly does impact assessment of various initiatives undertaken by the Company.

4. What is Company's direct contribution to community development projects Amount in INR and the details of the projects undertaken?

The Company has spent an amount of ₹ 188.56 Lacs towards CSR for the financial Year 2016-17 the detail of which are given in Annual report on CSR forming part of this Annual Report.

5. Have you taken steps to ensure that this community development initiative is successfully adopted by the community?

Yes

PRINCIPLE 9: BUSINESS SHOULD ENGAGE WITH AND PROVIDE VALUE TO THEIR CUSTOMERS AND CONSUMERS IN A RESPONSIBLE MANNER

1. What percentage of customer complaints / consumer cases as on the end of financial year?

The Company is engaged in the Direct to Home business, catering to around 15.5 Million consumers. The Company is bound by and complies with the Quality of Service Regulations of TRAI which *inter alia* provides the manner and time within which a consumer complaint has to be resolved. As a corporate policy, the Company is fully dedicated towards providing the best services to the consumers including providing resolution to their complaints / queries within the shortest possible time. There are no material consumer cases / customer complaints outstanding as at the end of Financial Year.

2. Does the Company display product information on the product label, over and above what is mandated as per local laws?

Not applicable

3. Is there any case filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and or anti-competitive behavior during the last five years and pending as of end of financial year?

A complaint was filed before the Advertisement Standards Council of India (ASCI) against an advertisement of the Company basis which a direction was issued by ASCI in the previous Financial Year. The Company challenged the said direction before the Hon'ble High Court of Delhi and the said direction was stayed by the Hon'ble High Court of Delhi. The case is pending before the Hon'ble High Court of Delhi for final orders. There is no other case pending on the above matter.

4. Did your Company carry out any consumer survey / consumer satisfaction trends?

The Company carries out studies from time to time on customer satisfaction and related areas through consulting firms.