DishTV Launches Bhakti Active service

4th August' 2016, New Delhi: DishTV, Asia's largest DTH brand, in yet another move to expand their gradient of value added services(VAS) ties up with Shemaroo Entertainment, one of India's leading entertainment content houses to launch a new premium service called "Bhakti Active".

Bhakti Active service will cater to the needs of people who enjoy mythological and religious content. It will air live aartis, bhajans, shlokas and documentaries throughout the day. The respective programmes on the Bhakti Active service will be lined up based upon the Hindu calendar and festivals.

Bhakti Active is a premium religious ad free subscription based service; that will enhance the consistent viewing experience of our subscriber. This service will be available as a free preview till the 31st August, post that a nominal amount of Rs 30 per month would be charged.

This religious service will be available on channel number 755 on DishTV & Zing. Customers can easily activate this service by giving a missed call on 18002700371.

Speaking on the launch, Mr. Arun Kumar Kapoor, Chief Executive Officer, DishTV said,
"Being a pioneer and a market leader in the DTH industry, DishTV stands for quality and commitment. It has always lived up to its promise of providing maximum width and depth of content to its consumers. We have always taken the lead in enhancing the value proposition and provide the best in entertainment to our subscribers. We are happy to announce our partnership with Shemaroo to launch Bhakti Active Service on our platform. This move reiterates our commitment to augment the TV viewing experience for our viewers."

About DishTV:
About Dish TV India Limited: Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate – the 'Zee' Group. Dish TV has on its platform more than 525 channels & services including 22 audio channels and over 50 HD channels & services. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also has transponders on the Asiasat . 5 platform and on the SES-8 platform which makes its total bandwidth capacity equal to 720 MHZ, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,180 distributors & over 216,240 dealers that span across 9,040 towns in the country. Dish TV customers are serviced by thirteen 24* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point of time. For more information on the company, please visit www.dishtv.in

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