

DishTV adds new Kannada channel- Colors Super

2nd August' 2016, New Delhi: DishTV, Asia's largest DTH service provider, in yet another move to diversify their presence in the DTH market added Colors Super, a Kannada general entertainment channel in its bouquet for its viewers. DishTV now offers the widest range of regional language channels and also has the widest overall content basket with an unmatched bouquet of 525+ channels and services.

DishTV added Colors Super to cater to the needs of Kannada viewers for regional entertainment in the Karnataka market. Colors Super is an eclectic mix of content, spanning mythology, fantasy and supernatural, romcoms, reality television and world satellite premieres of movies. Colors Super will offer four hours of original programming with mainstream genres per day. Further to spice up the experience, the channel would also showcase a movie premiere on Sundays. Colors Super will provide a plethora of unique and quality content to the subscribers.

DishTV's valued subscribers will be able to watch Colors Super general entertainment channel on channel number **902**.

Speaking on the addition, Mr. Arun Kumar Kapoor, Chief Executive Officer, DishTV India said, "DishTV has always taken the lead in enhancing the value proposition and believes in providing the maximum and the best in entertainment to its subscribers. Our endeavor is to increase affinity with our audiences by providing them the choice of content they would like to watch. Over the years we have observed the trend of the viewer preferences prevailing in the Karnataka market. They have an inclination for regional content. This has inspired us to add Colors Super channel to the platform. The main aim is to create and establish a fantastic family viewing experience, wherein the subscribers can watch all the programs covering various streams in their native language, at all hours."

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 545 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 828 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,297 distributors & over 241,346 dealers that span across 9,350 towns in the country. Dish TV has thirteen 24*7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the company, please visit www.dishtv.in

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