

Dish TV introduces 'Khushi' in Karnataka market

~ Offers customers the power to create their own pack~

~Switching to DishTV is now easy with recharge plan starting at Rs.99 per month only~

Bangalore, 1st February' 2016: In an attempt to acquire the subscribers in Karnataka during Phase III areas of Digital Addressable System (DAS), Asia's largest DTH brand, DishTV has an aggressive plan to acquire the market share during phase III of digitization which will cater to the needs of households in Karnataka with the potential to get digitized. The company has announced the launch of its new campaign Khushi, an exciting new package that offers the power to create their own pack to customers who are moving to DishTV platform.

DishTV, in a bid to cater to the specific needs of Kannada audience (who currently rely on analogue cable or free to air channels broadcasted by DTH services lacking in Kannada content) has created a unique plan that gives the user the freedom to choose and make his own monthly pack. With this, he can choose the all-new Khushi Pack at Rs.99 with 150+ channels and services in digital quality with 45 South Indian channels that include 5 popular Kannada channels.

For customers who will switch from analogue cable to DTH, DishTV has made their selection easier with various options by providing them a choice of custom-made 17 entertainment add-on packs ranging from Rs.25 to Rs.75 per month and regional add-ons starting from Rs. 10 per month. Also, subscriber can avail best of Kannada entertainment at as low as Rs.139 per month and wholesome Kannada entertainment @ Rs.169 per month. Further to appease the need for sports enthusiasts, and to enjoy uninterrupted sporting season, the sports add on with best of Kannada entertainment available at Rs. 189 per month. This unique offering will highlight DishTV's commitment to provide high quality and exceptional services to its customers and be the first choice for every DTH subscriber.

Speaking on the occasion, Mr. Arun Kapoor, CEO, DishTV said, "Over the years we have observed the trend of the viewer preferences prevailing in the Tier 2 and Tier 3 markets. They have an inclination for regional content. Keeping this in mind DishTV has always been at the forefront to provide innovative solutions to enhance the TV viewing experience for our subscribers in regional markets."

He further added, "Now, with the extension of deadline for the phase III of TV digitization in India, we aim to capitalize the huge captive user base which would be switching from analogue cable to digital platform. Khushi offers its subscribers the 'Power to create your own pack' and ensure that they enjoy seamless services with uninterrupted entertainment at cost effective rates."

About DishTV India:

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 520 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 acquired transponders on the Asiasat 5 platform and recently on the SES-8 platform which increased its total bandwidth capacity to 720 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,065 distributors & over 2,05,390 dealers that span across 8,815 towns in the country. DishTV 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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