

## **DishTV adds “Max HD & Nick HD”, offers maximum HD channels in India**

*~ Takes the total HD count to 49 channels, highest in the industry~*

**6<sup>th</sup> January’2016, New Delhi,:** Keeping in mind the promise of providing maximum High- definition channels; DishTV, Asia’s largest DTH service provider adds 2 HD channels MAX HD and Nick HD, taking its HD channel count to 49 and maintaining undisputed leadership of Hi- Definition content.

**Announcing this new development Mr. Arun 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. Latest trends suggest that the growth of the High Definition category over the past year together with rising sales of flat panel TV’s (LED/LCD) has added a new dimension to the superior HD viewing experience. With the usage of DTH connections with HD boxes, the experience quotient for the subscribers is all set to go up. We are proud to announce addition of Max HD and Nick HD channels on our platform. DishTV has a complete offering & mix of High-Definition entertainment, music, news and regional language channels (for its viewers) and has maximum content with 49 HD channels, making it the highest in the country.

DishTV’s valued subscribers will be able to watch Max HD and Nick HD on channel number 14 and channel number 63 respectively.

### **About DishTV:**

DishTV 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 500 channels & services including 22 audio channels and over 49HD channels. 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 1,685 distributors & over 2,01,300 dealers that span across 8,929 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](http://www.dishtv.in)

### **For more information please contact:**

Hirdesh Agarwal, Corporate Communication, DishTV India

E- Mail [Hirdesh\\_a@dishtv.in](mailto:Hirdesh_a@dishtv.in)

Akansha Verma, Accord PR

E- Mail- [akansha@accordpr.com](mailto:akansha@accordpr.com)