

DishTV takes steps in Sync with Indian Government's initiative to demonetize 500 & 1000 notes

~ Extends facilities to customers and partners to make transactions easier~

10th November 2016, New Delhi: In sync with the Indian Government's decision to discontinue Rs.500 and Rs.1000 notes and yet to bring ease during temporary hardship to its subscribers, DishTV has introduced extended credit to customers. This is to ensure continued entertainment and news for its millions of customers across the country.

- DishTV has given option to its subscribers to extend payment date to recharge DishTV connections.
- DishTV operates through more than two thousand distributors and franchises and 2.5 lac plus dealers. 100% of DishTV transactions with its direct trade partners are through electronic payment modes. Around 27% of customer recharges are through online means including mobile apps and all popular E-Wallets.
- DishTV is also allowing temporary extension of credit for its distributors and trade partners for the next few days basis credit rating analysis of its customers.

These steps are aimed to bring ease to the customers and enable continuous entertainment and connectivity (with news and happenings) through easy recharge in the comfort of their homes.

With these steps, Dish TV has minimized impact on business to less than 5% on 9th November and envisages normal business trends going forward.

On this Mr. Jawahar Goel, Chairman & Managing Director, DishTV said "We appreciate the bold and positive move to tackle the menace of black money. We are in sync with the cause which in the long term will impact the economy positively. To support the common public in the prevailing situation, we have introduced special benefits to our patrons which will provide them continuity in entertainment and convenience of transactions in the present scenario."

DishTV is also undertaking education and awareness campaign on its platform on these initiatives.

To find out more about DISH TV, log on to www.dishtv.in

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 575 channels & services including 22 audio channels and over 55 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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