

## Celebrate Diwali in High Definition with DishTV

~~Announces special Diwali offer on new HD connections~~

~~Get the most viewed HD channels at Rs. 75/ month~~

**October 6<sup>th</sup> 2016, New Delhi:** To add brightness in the lives of customers this Diwali, DishTV, Asia's largest DTH brand has come up with a special Diwali HD offer. Under this offer, opting for High-Definition set top box has been made easy, affordable and simple. At a minimal additional cost, users can opt for new High-Definition connection. With this special offer, customer have no reason to go with Standard Definition connection when you can get new High-Definition connection by just paying RS.120 extra.

Not only this, in order to take the most viewed HD channels to the households, DishTV has introduced HD sachets (small HD entertainment add on packs) to capture the interest of consumers towards HD viewing by offering them at a nominal price of Rs.75 only. This offering enables DishTV subscribers to select these small packs as per their preferences and needs. With this DishTV has made entry to HD very easy and simple with two-step process, select any base pack and add any of the HD add-on worth Rs. 75.

For new HD connections, customers will now have to pay an introductory price of Rs. 1990 which will include subscription of one-month Super Family Pack/ Jumbo Pack and one HD add-on (worth Rs 75) for one month at no extra cost. The new connection will also include a universal remote.

**Speaking on the special Diwali offer, Mr. Arun Kapoor, Chief executive Officer, DishTV India said:** "Diwali is one of the most auspicious festivals that is celebrated with great fervor, and we are happy to announce our special HD offer. With users aspiring for HD channels, this move is to encourage them to embrace HD channels at the most minimal costs. We believe that this offer will not only enhance the user experience but will amplify their viewing experience too."

DishTV has a complete offering and mix of 51 High-Definition entertainment, music, news and regional language channels. The offer is available across all parts of the country.

### 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 585 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](http://www.dishtv.in)

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