

DishTV sets the stage for a laugh riot

~Launches new Comedy Active service~

4th October' 2016, New Delhi- With a vision to extend fun and entertainment to viewers, DishTV, Asia's largest DTH brand is all set to expand their bouquet of value added services (VAS). DishTV has partnered with Comedywalas, a division of Shemaroo Entertainment Ltd., one of India's leading filmed entertainment content house to launch a new service called "**Comedy Active**".

Comedy Active Service, that aims to take the comedy quotient a notch higher, will connect the subscribers to all genres of comedy ranging from comic shows and gags, on the DishTV platform.

Comedy Active offers original content, created especially for this service along with the best of classic comedy television shows like 'Nukkad', 'Ye Jo Hai Zindagi', and 'Zabaan Sambhalke'. Segmented in two parts, Comedy Active will air content in the form of 'Classic comedy shows' and introduced 'short format comedy shows'.

Comedy Active Service will be packaged as a 24X7, ad free service which will showcase comedy programs throughout the day. Subscribers will get an opportunity to view some of the most classic comedy shows, Bollywood repurposed shows, Spoofs, Gags, Hidden camera pranks and Stand-up comedy, and be delighted by pure light hearted entertainment.

Announcing the new launch Mr. Arun Kapoor, Chief Executive Officer, DishTV said "We have always taken the lead in enhancing the value proposition and provide the best in entertainment to our subscribers. Laughter is infectious as it binds people together and brings happiness. While there are a lot of channels for a variety of entertainment, there are hardly any that offers uninterrupted content for Comedy. **Comedy Active service** will provide a single destination for comedy catering to all age groups of viewers at a time convenient to them. We are happy to announce our partnership with Shemaroo to launch Comedy Active Service on our platform. This move reiterates our commitment to augment the TV viewing experience for our viewers and strengthen our bond with our patrons."

Hiren Gada, Director, Shemaroo Entertainment Ltd said "We are very excited to launch comedy active service with DishTV. There is lack of good comedy content on television platform. Hence Consumers depend on other platforms for such content. This service will fill that gap. With Comedywalas, we plan to establish a one stop destination for every kind of comedy content that has a universal appeal."

Comedywalas is an initiative by Shemaroo Entertainment Ltd. to bring together high quality Comedy content. Given the fact that comedy is such a universal entertainment genre, Comedywalas' effort will be to aggregate, produce and curate some highly entertaining and fun programming. Whether through their Videos or Live performances, their vision is to make every Indian laugh!

DishTV is providing free preview of Comedy Active to its subscribers till **October 12, 2016** post which DishTV subscribers can avail the service at an introductory price of Rs 39 per month, by giving a missed call to 18002749700 from registered mobile number.



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

For further Information, please contact:

Mriga Arora | Accord PR | mriga@accordpr.com | 9899605473