

DishTV expand its bouquet of channels

~Adds 8 new channels on its platform~

27th April'16, New Delhi: Keeping up the promise of providing maximum and quality entertainment to its subscribers; DishTV, Asia's largest DTH service provider has added 8 new channels to its platform during this month, taking its total count to more than 525 channels and services.

The new channel additions will enhance the already impressive catalogue of DishTV and will be a blend of regional, devotional and movie channels such as ETV Cinema, ETV Plus, Rishtey Cineplex, Cineplex, Devi, Shubh TV, Paras TV and Public.

Keeping in mind the regional preferences, the company has added channels like ETV Cinema and ETV Plus that will cater to the Telugu speaking audience and Public channel for the Kannada speaking audience. The company has also added 2 new movie channels Rishtey Cineplex and Cineplex that will cater to the needs of Hindi movie viewers. Additionally, spiritual channels like Devi, Shubh TV and Paras TV has been added to expand choices for the devout set of consumers.

Announcing this new development Mr. Arun Kumar Kapoor, Chief Executive Officer, DishTV India said, "Our endeavor has always been to provide quality entertainment with the widest choices available for entertainment. DishTV, with over 525 channels and services has redefined the entertainment quotient with unparalleled TV viewing experience. With these channel additions we intend to fulfill aspirations of our subscribers with max content and look forward to catering to their ever growing demands."

| Name | Genre |
|------------------|--------------|
| ETV Cinema | Telugu |
| ETV Plus | Telugu |
| Public | Kannada |
| Rishtey Cineplex | Hindi Movies |
| Cineplex | Hindi Movies |
| Paras TV | Devotional |
| Shubh TV | Devotional |
| Devi | Devotional |

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 525 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 centers 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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