



## Dish TV launches Zing Digital – a customized Telugu DTH brand to cater to the unique needs of Telugu viewers

~ Digital quality picture at cable price ~

~ switching to DTH is now easy at only INR 1099, lowest entry price and recharge plan compared to any other competitor~

~ Better service with empowered local dealers for instant customers issue resolution ~

~ backed by Dish TV's high-tech technology, reliability and assurance ~

**1<sup>st</sup> September'2014, Hyderabad:** Dish TV, Asia's largest direct-to-home service provider, has always been at the forefront of development with its path-breaking initiatives. In 2003, when Dish TV, the pioneer in DTH industry, launched India's first DTH service, not many people knew about this technology and how it would change their lives. Now, a decade later, Dish TV today announced the launch of "Zing", an exciting **New Brand** which has been specially conceptualized and customized keeping in mind the **Telugu viewers** that are moving over to the digital platform.

The TV viewing needs of Telugu viewers are very diff compared to the rest of India. No other DTH player till now has been able to cater to these unique needs in a 360 deg manner, being truly local, state specific and even language specific.

Our bouquet of services are derived from a consumer survey revealing the most watched channels in this region. At the core of entertainment in this region are Telugu channels. As an attempt to give the best services to our consumer at the most reasonable price, Zing is our gift to Telugu viewers offering 38 Telugu channels and services and over all 100+ channels at an unbelievable price of Rs.99/ month.

The brand's essence is that it celebrates the uniqueness of the region- its culture, heritage and entertainment. Our offerings are not limited to providing regional channels only, the customer will have a dedicated Telugu call center and local dealers are empowered to solve all their issues, thus bettering the service.

**Mr. Salil Kapoor, Chief Operating Officer, Dish TV India added,** "Our consumer demographic study has indicated that large segment of TV viewers from medium and small town prefer content from their own region. Zing will address this need and provide maximum available regional content (38 Telugu Channels and Services) to viewers through exciting packs as compared to other DTH brands."

"Zing is our unique initiative where a complete new brand is being launched to address this need for regional content. Now not only will packages cater to specific audiences across states, but even communication will be in the customer's language of choice."

### ZING Highlights

- **Relevant Content (Maximum regional channels):** In Phase III and IV of digitization, consumer demographics have indicated Preferences towards regional content. **Zing** will address this need and provide maximum available regional content (**38 Telugu Channels and Services**) to viewers through exciting packs as compared to other DTH brands.
- **Enhanced value:** With customers getting access to more regional content at price points similar to those of cable services, Zing, with an offer of providing the finest digital picture quality and stereophonic sound at a great value price will make it the first choice of every analog customer looking at going digital.
- **Flexibility:** At times small town customer is hesitant to call call-Centre or reach out to company. A lot of Zing customer support issues will get addressed at local level through empowerment of trade partners.

**Zing offers 4 packages:**

S.no	Name of the pack	Unique offering	Priced at/ month
1	Namaskaram Pack	A pack with 100+ Channels & Services with 16 Telugu channels.	99 (including taxes)
2	Shubharam Pack	Family entertainer with maximum Telugu channels + Hindi Entertainment	165 (including taxes)
3	Kridangam pack	sports lovers delight with maximum Telugu channels	199 (including taxes)
4	Utsawam Pack	Complete dose of entertainment with all sports channels + English entertainment with maximum 38 Telugu Channels and Services.	349 (including taxes)

**About Dish TV 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 400 channels & services including 22 audio channels and over 46 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 which increased its bandwidth capacity by 216 MHz to reach a total of 648 MHz, the largest held by any DTH player in the country. The Company has a vast Distribution network of over 1,950 distributors & over 1, 72,000 dealers that span across 8,659 towns in the country. Dish TV customers are serviced by six 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)

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