



DishTV tie up with Shemaroo- launches Miniplex

~ Chhota Parda, Bada Premier~

New Delhi, 21st April, 2016: DishTV, Asia's largest DTH player, in yet another move to expand their gradient of value added services ties up with Shemaroo Entertainment, one of India's leading entertainment content houses to launch a new premium service called "Miniplex".

This premium movie service will premiere latest blockbuster movies every Friday. Additionally, it's an ad free subscription based service which will also showcase other recent movies.

With Miniplex, customers can avail premium movie content for a subscription fee of Rs 60 per month. This premium movie service will be available on channel number 212 on DishTV & Zing. Customers can easily activate this service by giving a missed call on 18002741100 or through SMS

Speaking to the tie-up, Mr. Arun Kumar Kapoor, Chief Executive Officer, DishTV:

"Being a pioneer and market leader DishTV has always stood up to its promise of providing maximum Width and depth of content. We have always taken the lead in enhancing the value proposition and believes in providing the maximum and the best in entertainment to its subscribers. We are glad to announce our partnership with Shemaroo to launch Miniplex on our platform. The experience of watching latest movies at a click of a button has redefined the way consumers watch movies today. With this latest addition to our value added service we take the entertainment quotient a notch higher and allow movie buffs to watch latest blockbusters in the comfort of their home at relatively much reasonable cost."

Hiren Gada - Director, Shemaroo Entertainment Limited, shared his thoughts on the occasion:

"We are glad to now launch Miniplex on DishTV. This tie up will enhance our reach across the country. A number of movies get released in theatres but go missing on TV. Miniplex intends to bridge this gap through premium ad free viewing experience. The service is already doing well on other platforms and we are happy to offer it to DishTV audience now."

Miniplex is a cross platform subscription-based movie premiere service that provides the audiences a unique opportunity to view Premiere and also Premium movie content for a nominal monthly subscription fee. The service offers an un-paralleled experience to the movie viewers with ease of consumption as movies are scheduled at fixed timings throughout the day. Hence the viewers have the option of watching the movie at their convenience and leisure. The service is designed such that it gives the audience theatre-like-feel at home.



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 520 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 720 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,180 distributors & over 216,240 dealers that span across 9,040 towns in the country. Dish TV customers are serviced by thirteen 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

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