

DishTV announces tie-up with Hungama; Launches Music Active Service

New Delhi, 28th August, 2015: Keeping in mind the ever growing demand in music, DishTV, Asia's largest DTH brand has announced a tie up with India's Largest Digital Entertainment Division Hungama to launch **Music Active**. The active service will enhance DishTV's portfolio in the field of VAS and music and provide unlimited music to its subscribers.

Catering to the need of Bollywood music lovers and the other streams of music such as devotional, western, and pop music "**Music Active**" will have a perfect mix of Bollywood hits and Bollywood retro. Simultaneously reaching out to the music lovers of other genres, Music Active will also have international hits, international classics, devotional, ghazals, Bhojpuri, Kannada Hits, Tamil Hits and Carnatic Hits. Customers of this active service will be able to enjoy **uninterrupted music** as unlike music channels. **Music Active is completely ad free**. Another important advantage for music lovers would be **unlike music apps, there will be no buffering of the songs** leading to steady entertainment.

With this association, Hungama invites DishTV subscribers to an unforgettable musical journey. India's largest digital service, consisting of an impressive catalog will add a melodious note to every subscription with this association. The service's eclectic mix of Indian and international chart-toppers across genres, languages and eras will ensure musical harmony to DishTV subscribers.

This service is available at an introductory price of Rs.35 till 31st October and will be priced at Rs.45 starting 1st November'15. This audio service can be availed by a simple missed call on 18002700096. The service is available free of cost from 27th Aug – 6th Sep (10 days). Music Active will be available on channel number 671 on DishTV

Speaking on the occasion, Mr. Salil Kapoor, Chief Operating Officer, DishTV said, "Being a pioneer and market leader, it has been our constant endeavor to make television viewing a wholesome experience for the entire family and to increase affinity with our audiences by providing them the choice of content they would like to watch. DishTV has 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 delighted to tie up with Hungama for launching **Music Active**, with the launch of Music Active, we are continuing with our legacy of offering another unique service for our consumers who are inclined towards music and will have this great opportunity to enjoy music of all genres in the close comfort of their homes."

Speaking on the occasion Siddhartha Roy, CEO of Hungama.com said, "**Music Active** co-launched by Hungama and DishTV will bring uninterrupted and ad-free music to subscribers. We are proud to associate with the DTH service as we bring subscribers their favorite music across 10 different genres ranging from Bollywood, Regional, devotional to International, etc. I am certain that DishTV subscribers will enjoy grooving to Bollywood, regional and international music's most popular hits and retro tracks only on Music Active."



About DishTV India

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 500 channels & services including 22 audio channels and over 45 HD channels. 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 1,685 distributors & over 2,01,300 dealers that span across 8,929 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

About Hungama.com

Hungama is India's leading digital entertainment company that launched India's first and largest on-demand digital entertainment storefront, www.hungama.com. The storefront has over 3 and half million pieces of content across genres and languages, in the form of music tracks, movies, music videos & dialogues; mobile content such as ringtones & wallpapers. Hungama Movies has over 6500 Bollywood, Hollywood, Regional and Indian Movies available in both HD and SD quality. With over 50 million users, the service is accessible from mobile, web, tablets, DTH, Smart TVs and other connected devices, consumers can enjoy all these services via streaming and download. Hungama.com caters to the digital entertainment needs of over 1.5 billion South Asians across the world. Some of the key features include a preview feature, ease of access, portability, Smart Cloud services to store music and a powerful discovery, search & recommendation engine.

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