

DishTV unveils its new Brand Campaign: “Life Masala Maar Ke”

Builds its positioning around Indian consumers’ TV viewing experience

New Delhi, 1st April’2016: DishTV, the pioneer in the DTH sector has been the front runner in bringing quality entertainment to every household in the country. And so, as the leaders in the DTH category, DishTV understands entertainment like no one else does. Being at the forefront, DishTV always enjoys a strong connect with the masses, and with this campaign, it aims at further strengthening that bond with the Indian consumer.

DishTV Asia’s largest DTH player unveils a new brand campaign- “Life Masala Maar Ke”. With this new campaign, the brand will be seen in a new avatar – as flag-bearers of entertainment. The campaign showcases varied people from across the country enjoying entertainment in their own unique way, which every Indian does – with a little masala, with a little extra emotion. It depicts how we as Indians love to consume entertainment and get fully immersed while watching TV. Be it a modern couple, a traditional household or jawaans at the border - everyone consumes entertainment with a twist and not in a mundane, sedate way.

This campaign has been created by McCann Ericsson and will be on air across leading channels starting 1st April’2016. It is targeted at a wide base and is for both new and existing consumers. Through a 360° media approach, DishTV will be using multiple platforms such as Television, Out-of-Home and Digital media to bring the thought alive. This comes at a very opportune time in the brand’s lifecycle with the third phase of digitization coming to an end and at the onset of the fourth phase of digitization.

Commenting on the new initiative, Mr. Arun Kumar Kapoor, Chief Executive officer, DishTV said:

“DishTV today touches the lives of over 100 million viewers across different age groups and geographies. We are an integral part of every Indian household, providing world class entertainment, each day. In India whatever we do is completely over the top and completely spicy, Indian lives are like Hindi movie, full of action, comedy, drama and emotion. This is what our new AD campaign is all about, it embodies fun loving, spicy entertaining and masala maarke approach towards life with Shahrukh Khan being the sutradhar of the campaign. This is what keeps the brand alive and fresh in their minds as DishTV enhances the quality of life bringing fun, laughter and entertainment into the lives of people masala maarke. “

Commenting on the new initiative, Mr. Jitender Dabas, Executive Vice President- Planning, McCann World Group said:

“Apart from food and clothing, entertainment is something that are very characteristic of culture. Indian people prefer their entertainment the way they prefer their food- in a more spicy larger- than – life kind of a way. Daily dose of entertainment for them is like the spice of life. Hence the idea of- **Life Masala Maar ke.**”

Agency credits:

Campaign elements: TVC	TVC details
Agency: McCann Ericsson	Duration: 70 seconds
Production House: Little Lamb Films	Campaign breaks as of: 1 st April'16
Director: Bouddhayan Mukherjee	Exposure(mediums used): Television
Creative Director: Ravinder Siwach	

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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