

DishTV empowers users to switch to HD this festive season

~~Get the most viewed HD channels at Rs. 75/ month~~
~~Announces special Durga Pujo offer on new connections~~

September 30th 2016, New Delhi: To add to the enthusiasm of Durga Puja in the West Bengal, Orissa, Bihar, Jharkhand and North Eastern region, DishTV, Asia's largest DTH brand has come up with a special Durga Pujo offer. With this specially crafted offer, entry to High-Definition is made easy and simple to encourage new customers to switch from Standard Definition (SD) to High Definition (HD) at a minimal additional cost of Rs. 120.

To make HD more affordable and to get the most viewed HD channels at Rs.75/ Month only, DishTV has introduced HD sachets (small HD entertainment add on packs) to capture the interest of consumers towards HD viewing by offering them at a nominal price of Rs.75 only. This offering enables DishTV subscribers to select these sachets as per their preferences and needs. With this DishTV made entry to HD very easy and simple with two-step process, select any base pack and add any of the HD add-on worth Rs. 75.

Further this Durga Puja, DishTV has rolled out new offer on HD connections at an introductory price of Rs. 1990. This includes subscription of one-month Family Pack and one HD add-on (worth Rs 75) for one month. The new connection will also include a universal remote.

Speaking on the special Durga Puja offer, Mr. Arun Kapoor, Chief executive Officer, DishTV India said:

“Durga Puja is one of the most auspicious festivals that is celebrated with great fervor, and we are happy to announce our special HD offer. With users aspiring for HD channels, this move is to encourage them to embrace HD channels at the most minimal costs. We believe that this offer will not only enhance the user experience but will amplify their viewing experience too.”

DishTV has a complete offering and mix of 51 High-Definition entertainment, music, news and regional language channels. The offer is available in markets across West Bengal, Orissa, Bihar, Jharkhand & North Eastern region.

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 585 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 828 MHZ, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,297 distributors & over 241,346 dealers that span across 9,350 towns in the country. Dish TV has thirteen 24*7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the company, please visit www.dishtv.in

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