

## DishTV adds new lifestyle channel- FYI TV18

**11<sup>th</sup> July' 2016, New Delhi:** DishTV, Asia's largest DTH service provider added FYI TV 18 a new lifestyle channel on its platform. The channel is available to all DishTV subscribers having Super Family pack (North) and Jumbo Family pack (South) onwards.

FYITV18 is a contemporary factual entertainment channel offering fresh and engaging content, primarily focusing on India and mainly targeting age group 15-34 years. The channel is targeted towards dual viewing (male & female) and is available in English, Telugu, Tamil & Hindi languages.

The content mainly focuses on three main pillars of Relationship, Taste and Space with a creative punchline of "Life se milofy". The channel will have a very strong local production lineup with 6 locally produced Indian shows like "Real 2 States Couple", "Rivals-in-law" and "Small Budget Big Makeover". The channel will have 60% locally produced Indian content and 40% International content from the acclaimed library of A+E Networks.

**The Channel is available for all DishTV and Zing subscribers on the channel No. 472.**

**Speaking on the addition, Mr. Arun Kumar Kapoor, Chief Executive Officer, DishTV said,** "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. Our endeavor is to increase affinity with our audiences by providing them the choice of content they would like to watch. With the development in times, India is growing rapidly wherein lifestyle and entertainment holds the utmost importance. FYI TV 18 is a perfect blend of powerful international programming brands with home grown content, highlighting the life of common people. With the addition of this channel DishTV offers maximum (19) channels from Lifestyle and Fashion genre."

### **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 525 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](http://www.dishtv.in)



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