

DishTV enhances its focus on HD, Launches new AD Campaign

~ The new ad campaign enlightens masses on merits of HD technology ~

New Delhi, 05th May, 2016: In an endeavor to educate the consumers about the television viewing experience with genuine Hi-Definition (HD) picture quality, DishTV, Asia's largest DTH operator has launched a new AD campaign. This informative AD campaign highlights the merits of HD picture quality and encourages its consumers to upgrade to HD set top box to enjoy an HD TV viewing experience. AD features Shahrukh Khan showcasing the transition from Black and white TV viewing to color to HD viewing. DishTru HD+ offers its consumers an enhanced and unique HD viewing experience.

DishTV conducted a research to understand why the rising demand for HD TV's has not led to an increase in the up gradation of STB's from SD to HD. This research gave an insight into the consumer mindset that they buy an HD TV to enjoy hi-definition viewing. But, that is not the case; In a bid to bust this myth, Dish TV introduced this new campaign to educate its consumers along with a set of new subscription packs along with it.

To make HD more affordable, DishTV has also 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 makes DishTV, the first in the Industry to come up with such an interesting and affordable option with the lowest entry level pack price of only Rs.224/- . Subscribers can select these sachets as per their preferences and needs and add more flavor to their TV viewing experience

DishTV has also introduced Long duration HD packs for a hassle free and uninterrupted TV viewing experience. DishTV has been the frontrunner in the industry for launching HD services in 2010 and since then has acquired a dominant market share in the HD segment. DishTruHD + set top box gives its viewers an enhanced TV viewing experience with 1080i resolution picture quality, aspect ratio of 16:9 and 5.1 surround sound. It also offers a width of 50 HD Channels along with the facility of unlimited recording at no additional cost.

Commenting on the development, Mr. Arun Kumar Kapoor, Chief Executive officer, DishTV said: "TV viewing in India has undergone a sea change over the years. From the days when people had a handful of channels, today, we live in an era where people are spoilt for choices. With this campaign, we would like to educate the consumer that to enjoy an HD viewing experience, it is essential to upgrade the STB from SD to HD. This new HD offer is in line with our commitment to give our viewers the best in terms of quality and service. DishTV being a strong believer in the potential of the HD segment in India. And, going forward, this all new HD campaign, will further accelerate the adoption of HD services in the country."

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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