

## PRESS RELEASE

### DishTV expands its HD channel offerings, Adds new regional HD channels

*~Focuses on High Definition TV Viewing for regional subscribers~*

*~Takes the total HD channel count to 59 ~*

**29<sup>th</sup> November’ 2016, New Delhi:** Catering to the demand of regional viewers and bringing them under the High Definition umbrella, DishTV, Asia’s largest DTH service provider, added 3 new regional HD channels to its HD offerings. With addition of these channels, DishTV encourages regional language subscribers to opt for HD TV viewing in their preferred language such as Marathi and Bangla.

**Announcing this new development Mr. Arun Kapoor, Chief executive Officer, DishTV India 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 a sharp focus on regional language content, the move aims at connecting strongly with the regional language subscribers. Addition of 3 new regional HD channels will not only strengthen our presence in the HD space but will also diversify our offerings.”

Having already built a strong connection with the regional audience through their regional channels in HD such as Gemini HD and ETV HD in Telugu, and Sun TV HD, Sun Music HD and KTV HD in Tamil, Zee Talkies HD in Marathi, Colors Kannada HD in Kannada, Colors Bangla HD in Bangla, the addition of 3 more new channels exemplify DishTV’s commitment to cater to a wide range of viewers in all the regions.

**The newly added channels from DishTV include Zee Marathi HD, Zee Bangla HD and Colors Marathi HD.** With these additions, DishTV has taken the total count of HD channels on its platform from 56 to 59.

DishTV’s newly added channels will be available to the subscriber for a free preview till December 28, 2016.

LCN	Channel Name	Genre
70	Zee Marathi HD	Marathi GEC
73	Zee Bangla HD	Bangla GEC
71	Colors Marathi HD	Marathi GEC

In order to take the most viewed HD channels to the households, DishTV has also introduced HD sachets where DishTV customers will also get options to select HD sachets as per their interest at a nominal price of Rs.75.



To find out more about DISH TV, log on to [www.dishtv.in](http://www.dishtv.in)

### **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 575 channels & services including 22 audio channels and over 59 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](http://www.dishtv.in)

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