

DishTV increases focus on HD, Adds new regional HD channels

~Takes the total HD channel count to 55 ~

18th October 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, has added four 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, Kannada, Bangla & Telugu.

Announcing this new development Mr. Arun Kapoor, Chief executive Officer, DishTV India said, "DishTV has always taken a lead in enhancing TV viewing experience and exploring opportunities to bring wholesome entertainment to the audience. With a sharp focus on regional language content, the move aims at connecting strongly with the regional language subscribers. Addition of 4 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 speaking audience through their regional channels in HD such as Gemini HD in Telugu, and Sun TV HD, Sun Music HD and KTV HD in Tamil, the addition of 4 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 Talkies HD, Colors Kannada HD, Colors Bangla HD and ETV HD. With these measures, DishTV has taken the total count of HD channels from 51 to 55.

DishTV's newly added channels will be available to the subscriber for a free preview till November 1, 2016.

| LCN | Channel Name | Genre |
|-----|-------------------|----------------|
| 72 | Zee Talkies HD | Marathi Movies |
| 95 | Colors Kannada HD | Kannada GEC |
| 74 | Colors Bangla HD | Bangla GEC |
| 94 | ETV HD | Telugu GEC |

In order to take the most viewed HD channels to the households, DishTV has also introduced special festive offers to enable customers to opt for a new High-Definition connection by just paying Rs 120 extra. Customers just have to pay an introductory price of Rs. 1990 which will include subscription of one-month Super Family Pack/ Jumbo Pack and any one HD add-on (worth Rs 75) for one month at no extra cost. 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

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 55 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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