

PRESS RELEASE

DishTV allies with ICICI Bank for digital payments

21st February' 17, New Delhi: In order to encourage cashless transactions in the country, DishTV, Asia's largest DTH service provider, has tied up with ICICI Bank, India's largest private sector bank by consolidated assets, to make payments and recharges easier. The association enables subscribers of DishTV to recharge their connections on any Unified Payment Interface (UPI) enabled app and through *99#, a National Unified USSD Platform (NUUP) in a hassle free and cashless manner.

Speaking on the initiative, Mr. Arun Kapoor, Chief Executive Officer, Dish TV India, said, "We are glad to announce a new payment method which is another customer oriented initiative in the DTH industry to recharge through UPI transactions. This alliance with ICICI Bank through UPI will drive higher customer adoption and allow them to be a part of the digital economy. This will also aid our vastly spread customers with or without internet access to recharge conveniently. The nation is becoming cashless, so are our DishTV subscribers."

On the association, Ms. Abonty Banerjee, Senior General Manager & Head- Digital Channels, ICICI Bank said, "ICICI Bank has played a key role in conceptualizing the UPI initiative along with NPCI to bring in interoperability among banks for ease in payments. We are happy to be associated with Dish TV to launch a unique solution that enables customers to renew their subscriptions simply from ICICI Bank's iMobile, Pockets and other UPI enabled apps like BHIM among others. I am confident that Dish TV consumers will widely use the solution."

A DishTV subscriber can make a payment to UPI ID which is specific for each subscriber in the format, dishtv.<viewing card(VC) number>@icici (example- dishtv.12345678901@icici). Payments can also be made without using internet through NUUP. Customers have to just dial *99# from their mobile number registered with their respective bank accounts, select the option 'send money' and enter the UPI ID (eg- dishtv.12345678901@icici) as the 'payment address' for making the payment.

With an aim to increase digital transactions, DishTV, in association with ICICI Bank, will be rolling out special offers for its customers. DishTV subscribers can benefit from 50%* cashback (up to Rs.100) on their first UPI merchant transaction from ICICI Bank's iMobile or Pockets app.

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 600 channels & services including 30 audio channels and over 60 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 846 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,272 distributors & over 243,740 dealers that span across 9,431 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



About ICICI Bank: ICICI Bank Ltd (NYSE:IBN) is India's largest private sector bank by consolidated assets. The Bank's consolidated total assets stood at US\$ 144.7 billion at September 30, 2016. ICICI Bank's subsidiaries include India's leading private sector insurance, asset management and securities brokerage companies, and among the country's largest private equity firms. It is present across 17 countries, including India. For media queries, write to us at: corporate.communications@icicibank.com

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