

DishTV kick starts festive season; launches special offerings for Karnataka

20th July' 2016, New Delhi: In order to cater to the needs of multilingual entertainment requirements for the Karnataka TV viewers/ subscribers; DishTV, Asia's largest DTH brand comes up with special offering in the state of Karnataka. These offerings not only give maximum choice but will also offer them complete flexibility to choose the language of their choice. With this central theme, **DishTV proudly stands for "ANY LANGUAGE YOU SPEAK, WE HAVE A PACK FOR YOU"**.

In order to bridge the language barrier in the state of Karnataka with respect to entertainment, DishTV is all set to offer new and exciting offerings. These offerings are available to all viewers/ subscribers over and above with the existing base packs of Rs.99/ Rs.139/ Rs.169.

Launches **Kannada Special offerings** at attractive price points offering multiple language options:-

- Kannada Special with kannada Language pack@ Rs.199 (Total 1 Language pack)
- Kannada Special with kannada and 1 other Language Pack @ Rs.209 (Total 2 Language packs)
- Kannada Special with kannada and 2 other Language packs @ Rs.225 (Total 3 Language packs)

The subscribers can avail these special Kannada offerings on a reasonable amount of Rs. 199 including all Kannada channels and services, which is further enriched with more content like Kids, Sports, Movies, English News and Infotainment. Further customers will have options to choose Kannada special offering with one more language pack along with Kannada at Rs.209 and two more language packs along with Kannada at Rs. 225. The subscribers can choose from different language packs such as Tamil, Telugu, Malayalam, Odia and Marathi.

On all new acquisition, subscribers can choose up to 3 language packs (one Kannada and 2 other language packs) till the offer period.

Speaking on the addition, Mr. Arun Kumar Kapoor, Chief Executive Officer, DishTV India said, "Over the years we have observed the trend of the viewer preferences prevailing in the Karnataka market. They have an inclination for regional content. Karnataka being a highly multi-lingual state and keeping in mind the multi-lingual entertainment requirement in the state, DishTV has always been at the forefront to provide innovative solutions. In order to enhance the TV viewing experience for our subscribers in regional markets and to ensure that they enjoy seamless services with uninterrupted entertainment at cost effective rates DishTV has come with these special Kannada offerings."



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

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