

## DishTV increase its focus on value added services; launches Kids Active

*~Increases Active services count to 10~*

**20<sup>th</sup> October' 2016, New Delhi:** Value added services has been a focus area, a clear differentiator and an integral part of our offering. By not leaving any stone unturned in order to provide a wide range of content and services to its subscribers, DishTV Asia's largest DTH brand has partnered with Shemaroo, one of India's leading entertainment content houses that provides learning and entertainment to launch a new premium service called Kids Active and enhanced its bouquet of value added services to 10.

With the launch of Kids Active service the DTH category's most trusted brand has doubled their active services since last 6 months. Kids Active offers original content ranging from exciting stories, movies, songs, scientific experiment series and many more shows.

Kids Active is packaged 24X7, ad free infotainment service for kids in the age group of 6-12 years. With the activation of the service, subscribers get an opportunity to view Tales of Akbar & Birbal in English, animation songs, jungle tales, children's movies and show promos, Grandpas treasure of wonderful stories and fun learning with scientific experiments.

**Speaking on the launch, Mr. Arun Kumar Kapoor, Chief Executive Officer, DishTV said,** "DishTV has always lived up to its promise of providing maximum width and depth of content to its consumers and this move reiterates our commitment to augment TV viewing experience for our viewers of all age groups. We are delighted to announce our specialty offering targeted at the youngest generation. Kids segment is an area which is constantly in focus for us. Launch of Kids Active service is yet another step for us to enhance our value added services portfolio and cater to a wider set of audience. After getting a positive response from our earlier services we take immense pleasure to announce the launch of another value added service within a span of just 20 days. "

Kids Active is a premium ad free subscription based service; targeted at enhancing the TV viewing of DishTV's young subscribers. This service will be available as a free preview till the 24th October, post which a nominal amount of Rs 25 per month will be charged from the customers. This Kids Active service will be available on channel number 514 on DishTV. Customers can activate this service easily by giving a missed call on 18005320001.

**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](http://www.dishtv.in)

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