

PRESS RELEASE

DishTV enhances its Odia content- Adds Alankar Odia movie channel

8th December 2016, Bhubaneswar: Dish TV, Asia's largest DTH service provider, in yet another move to expand their presence in regional market has added Odia movie channel in Odisha-ALANKAR. A 24-hour Odia movie channel from Odisha Television Network, Alankar is now available at LCN -851 on DishTV platform. With this addition, DishTV has taken Odia channels and services count to 15 for providing complete and wholesome entertainment for the Odia audience.

Announcing this new development Mr. Arun Kapoor, Chief executive Officer, DishTV India said, "DishTV has always stood up to its promise of providing maximum and the best in entertainment to its subscribers. We aim to provide region-specific channels to our subscribers based on their demography to increase the options of entertainment for them. The addition of 'ALANKAR' channel on DishTV platform, will be a delightful offering for all movie buffs in Odisha. This addition comes to fulfill their need of a movie channel in their preferred language."

To find out more about DISH TV, log on to www.dishtv.in

About DishTV:

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 582 channels & services including 22 audio channels and over 55 HD channels & services. Dish TV uses the NSS-6 satellite platform along with the Asiasat 5 and SES-8 platforms which makes its total bandwidth capacity equal 828 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,268 distributors & over 244,668 dealers that span across 9,322 towns in the country. Dish TV has thirteen 24*7 call centers 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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