

## **DishTV goes big with HD this Sports Season, Ties up with Panasonic India**

**10<sup>th</sup> March' 2016, New Delhi:** In a bid to spice up the sporting season 2016 including ongoing and upcoming festival of Cricket, DishTV, Asia's largest DTH company ties up with Panasonic India to make HDTV viewing experience larger than life for its new subscribers.

This association with Panasonic will allow customers to avail the new Dish HD+ connection at a special price of just Rs. 999 with one month free subscription of New Super Family/ Jumbo Family Pack + Full on HD Pack. This special offer is available on all Panasonic TV sets above 19 inches and outlets across the country. This combo offer will provide an unparalleled HD experience for its subscribers with 45 HD channels.

Additionally, recognizing the customer's needs and expectations, DishTV has recently taken a step ahead in the world of HD entertainment by broadening the choice for its HD customers with a maximum number of 50 HD channels. Further, in an another consumer friendly initiative where cricket is like religion, DishTV offers free viewing of ongoing cricketing event for its new subscribers, even if they have not subscribed for sports channels.

**Speaking on the occasion, Mr. Arun Kapoor, Chief Executing Officer, DishTV said,** "As Asia's largest DTH operator, it has been our constant endeavor to make television viewing a wholesome experience for the entire family and stay focused on value proposition offering for both new and existing customers. DishTV has always been at the forefront for being pioneers and introducing a host of customer- centric products and services. This esteemed partnership with Panasonic India is another positive step in building customer loyalty. With significant increase in TV viewership over the last couple of years, we are consistent in our efforts to make TV viewing a delightful experience for our customers."

**Speaking on the occasion, Mr. Ashish Shahidharan, Head Viera (Panasonic India) said,** "We are excited on our association with one of Asia's Largest DTH operator. This collaboration is to enthrall our consumers with lucrative offers to experience high end technology and quality pictures on their Panasonic LEDs. This offer will enable our customers to watch multiple entertainment channels through Dish TV connection. The offer can simply be availed by giving a missed call and getting the High Definition connection at the door step. Looking at the bigger picture, this partnership highlights Panasonic's cause to support and promote the digital India initiative across all cities of India."



### **About DishTV India Limited:**

DishTV 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 520 channels & services including 22 audio channels and 50 HD channels. Dish TV has about 17 million subscribers currently. 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 acquired transponders on the Asiasat 5 platform which increased its bandwidth capacity by 216 MHz to reach a total of 648 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 1,950 distributors & over 1,72,000 dealers that span across 8,659 towns in the country. Dish TV customers are serviced by six 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](http://www.dishtv.in)

### **About Panasonic India**

Panasonic makes available in India its wide range of consumer electronics, home appliances like LCD DVD players, Home Theatre Systems, Smartphones, Cameras, Camcorders, Car Audio Systems, Air Conditioners, Washing Machines, Refrigerators, Microwave Ovens, Automatic Cookers, Vacuum Cleaners and a wide range of system products including communication ones like Mobile Phones, High Definition Videoconferencing, Professional Audio Video products like Broadcast Cameras, Projectors and Displays, Business Solutions including Printers, Whiteboards, Security Solutions, and Energy Storage Solutions. The company currently has a workforce of about 13,000 in India. For more information on the company and the Panasonic brand in India, please visit <http://panasonic.co.in>.

For more information on the Panasonic smartphone brands in India, please visit <http://www.mobile.panasonic.co.in/>

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