



## **DishTV & SITI Cable Join Hands to form “Comnet”**

**Noida, 1<sup>st</sup> July, 2015:** Two leading companies of Essel Group, DishTV and SITI Cable have formed a common entity named “Comnet” which will help synergize the strengths of both the organizations in dealing with broadcasters.

The primary reason for forming this venture is to ensure that consumers have an access to quality content at affordable prices. This move would also help that the content cost is in sync with consumer ARPUs and market realities. The mandatory digitization is underway and this initiative will ensure a larger participation in digitization for both the entities.

The pay TV market is predominantly controlled by few broadcasters and the balance of power always remains in the hands of popular content owners which is a major hurdle for any distribution platform. Signing year to year contracts with broadcasters in an environment where scales are always tilted in favor of popular content is a difficult process particularly when the consumer ARPU's are under pressure.

**DishTV CEO Mr. R.C. Venkateish said that** “this move will help both the entities to provide quality content at affordable price to their consumers.”

**SITI Cable CEO Mr. Wadhwa said that** “the joint efforts between DishTV and SITI Cable will help in servicing the combined base of over 20 Million customers and aggressive expansion for both the organizations. According to Mr. Wadhwa, there is a need to unite to ensure that consumer remains central to both broadcasters and the distribution platforms.”

### **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. DishTV has on its platform more than 490 channels & services including 22 audio channels and over 43 HD channels & services. DishTV 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 and recently on the SES-8 platform which increased its total bandwidth capacity to 720 MHZ, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,168 distributors & over 1,93,600 dealers that span across 8,736 towns in the country. DishTV 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](http://www.dishtv.in)

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