

## Ticket to fun and learning with DishTV

**New Delhi, 9<sup>th</sup> May, 2016:** These summer vacations for your kids will not be the same as; DishTV, Asia's largest Direct to home service provider has announced yet another interesting initiative "**Summer ticket- Apna fun adda**" customized specially for your kids.

With DishTV's summer ticket, your kids will not only just play games on our platform but can get completely delighted with the plethora of exciting kids movies, shows, stories and rhymes. DishTV is showcasing some really adorable kid's stories such as Tina & the magical Alphabets, Jungle Tales and much more; programmes such as Rhyme time, Fruit Salad; rhymes and a movie (which will be showcased twice a day) on Kids box office (Channel No 248) this week and will continue to showcase it for the next 2 Months (60 days) for its children viewers. This special ticket will be available only for the active subscribers for a period of **60 days at a price of just Rs.9/ per month.**

### Summer Ticket:

Summer ticket		
Playin TV	Ch. No 521	20 International games
Games Active	Ch. No. 520	6 exciting games
Kids Box office	Ch. No. 248	Kids movies, stories, rhymes & more

The idea emerges from the consumer insight that children love to watch their favorite movies, recite rhymes, and love to watch shows and animations, once they like it. Hence kids in DishTV owning homes will now have the utter indulgence of enjoying unlimited and non-stop viewing of the kids' movies on offer. DishTV's gaming portal Playin TV has also offer 20 international games this summer with 2 new games getting added every month and a consumer friendly navigation and game selection menu, also now available on air.

**Speaking on this initiative, Mr. Arun Kapoor, Chief executive officer, DishTV said,** "DishTV has always been a consumer friendly brand. All our previous offers have also been the result of in-depth consumer research and feedback. It gives us great pleasure to see it all result into the fast paced growth of our DishTV family. We would always work towards ensuring maximum possible value to our subscribers by launching such great offers in the future as well. DishTV "Summer ticket" is yet another innovation for existing as well as new DishTV subscribers, with non-stop indoor entertainment for kids at a cost equal to just Rs. 9 per month. Parents needs not worry about their kids playing outdoors this summer; Just get home a DishTV and keep them happily occupied, having loads of fun, with so much entertainment at their fingertips. So children and parents alike can have the coolest summer with DishTV!

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

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