

Onam celebration with DishTV

~ Launches special offer for Zing in Kerala ~

~ Launches HD Annual offers- INI Keralam akum HD ~

New Delhi, 29th August' 2016: Focusing on the multilingual inclination and varied demand in Kerala during the festive season of Onam, DishTV, Asia's largest DTH brand has come up with a special offering in the state of Kerala for Zing and DishTV subscribers.

Keeping in mind the craze for sports in the state coupled up with its multilingual demands, DishTV has launched special offers for all the Zing subscribers on the auspicious occasion of Onam with the theme- **This Onam Sports Onam. Zing Ullasam pack**, a complete family entertainment pack with a definite edge in sports @ only Rs. 219/ Month is available with the plethora of sports channels and is so far the best pack in the market at the price range of Rs. 220 comprising of 7 sports channels with 240+ channels and services.

Adding to this, Multilingual subscribers can subscribe to Ullasam Pack with 1 Extra regional pack @ Rs.249. Subscribers can choose any regional language a-la-carte from Tamil, Kannada, Telugu, Bangla, Odia and Marathi which will cater their multilingual requirements.

Further, on the festive occasion Zing offers special offer for new customers @ Rs. 1699 with one month of **Ullasam pack (Rs.219)pack/Ullasam Pack + 1 regional (Rs. 249)**.

Extending the focus on HD this festive season, DishTV has come up with another exclusive HD Offer in the festive month for Kerala. Keeping in the simplicity in product and catering to the need of multilingual subscribers, DishTV is launching HD annual offers under the campaign "Ab Kerala banega HD", where subscribers can go Hi Definition at a revolutionary pack price starting Rs.283pm which offers unmatched line up of 5 sports HD channels along with free unlimited recording worth Rs.30 charged by others

New HD Annual offers for Kerala along with the benefits:

TG	Annual Packs	Price- new connections for 12 months	Recharge amount for 12 months	Effective monthly recharge	No. Of HD channels
For Family and Sports Lovers	Popular HD Club (with 1 Language- Ideal for Family Entertainment)	Rs.4190	Rs.3390	Rs.283	22
	Popular HD Club (with 2 Language- Ideal for Regional Entertainment)	Rs.4190	Rs.3390	Rs.283	22
For Complete HD Entertainment	Max HD Club (with 1 Language)	Rs.5490	Rs.4490	Rs.374	45
	Max HD Club (with 2 Language)	Rs.6090	Rs.5090	Rs.424	45

Benefits to consumers on choosing HD Annual Offers:-

- Hi- Definition content starting at a revolutionary price of Rs.283 pm
- Sports HD Pack worth Rs.75 included in these offers
- Free Unlimited recording worth Rs.30pm
- No hassle of monthly recharge
- Maximum relevant HD channels in the offers
- Universal Remote with all new HD connections

Speaking on an occasion while announcing these festive packs, Mr. Arun Kapoor, CEO, Dish TV India said, “Onam is a very special occasion for people of Kerala and we welcome the spirit of festivity and celebration with an incredible value proposition for our Zing and DishTV customers in Kerala. Being the market leaders our continuous focus has been towards offering maximum choice, maximum content and Value for money to our subscribers.”

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

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