



## Celebrate Ramzaan with Zee Salaam, only on Dish TV

24 Hour Urdu channel announces special programming for the month of Ramzaan

**New Delhi, July 28, 2011:** Zee Salaam, India's first 24 Hour Urdu Infotainment channel, available only on Dish TV, is all set to make the Holy Month of Ramzaan as grand and comprehensive as possible through customized and innovative content on the channel. Continuing its tradition of celebrating various Islamic festivals, Zee Salaam has lined up special and customized programming for the month of Ramzaan. **Zee Salaam** beams on **Dish TV** at **channel no 786**.

Mr. Anil Anand, Business Head says, "Zee Salaam is committed to offering viewer centric content based on the continuous research it does on the choices and preferences of the viewers and always strives to provide a fine blend of traditional and progressive content. Since its inception, Zee Salaam has offered customized programmes for its viewers incorporating importance of Islamic festivals and LIVE happenings from the ground during the festival from across the nation. We hope the viewers will enjoy our offerings for Ramzaan as well."

For the entire month of Ramzaan, specialized content would be showcased on the channel throughout the day incorporating Quran recitals, Hadiths, Azan (5 times a day), Isha Namaz, talk shows highlighting importance and do's & don'ts for the month. The channel will also telecast Ramzaan based Mushairas, Quwwalis, food shows, LIVE Taraweeh from major Masjids across the nation, LIVE Iftaar parties from select cities of the country and the happenings from the Holy Mecca.

### About Dish TV India

Dish TV is India's largest direct-to-home (DTH) company and part of the country's biggest media conglomerate – the 'Zee' Group. Dish TV has on its platform more than 320 channels & services including 22 audio channels and 40 HD services with more than 11 million subscribers. The company has a vast distribution network of about 1400 distributors & 55,000 dealers that span across 6600 towns in the country. Dish TV has a 24\*7 call centre with over 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on the company, please visit [www.Dishtv.in](http://www.Dishtv.in)

### About Zee Salaam

Launched by the reputed Zee Network, ZEE SALAAM is the first 24 hour Urdu infotainment satellite television channel, dedicated to Urdu language and Muslim Culture. It caters to the religious, cultural and lifestyle needs of the Muslim community. It promises and delivers to its viewers a hybrid of Islamic Religion, Soft Entertainment, Musicals & Development Communication which includes Education, Lifestyle, Travel Shows, Historical Documentaries, Kids Programmes, Religion (Quran, Hadith, Maghrib & Isha Prayers etc.), Legal Talks, Legacies of Islam, Urdu Serials & Musicals besides Developmental Content showcasing issues and solutions pertaining to Career/Education, Women, Children & generic social issues. It also offers Talk Shows on relevant subjects by noted Indian Muslims and experts.

### For further information contact:

Tarundeep Singh

Deputy Vice President – Corporate Communication- Dish TV

E-mail: [tarundeep\\_s@dishtv.in](mailto:tarundeep_s@dishtv.in)