



DISH TV INDIA LIMITED

R. C. Venkateish Joins as CEO of Dish TV India Limited

NOIDA, India; July 19, 2010 - Dish TV India Limited (Dishtv) today announced the appointment of Mr. R.C. Venkateish as the CEO of the company.

Bringing with him a wealth of more than 27 years' experience, of which 12 years have been in senior international positions, Venkateish has worked with global brands like Smithkline Beecham, Nestle India, Gillette, Kellogg India and ESPN Star Sports.

Prior to joining Dish TV, Venkateish was the Managing Director India and South Asia for ESPN Star Sports and was responsible for business operations in these regions.

He brings along with him a successful track record in turning around businesses and improving operating performances while re-defining the business process for winning brands like Oral-B, Kellogg's etc.

Venkateish holds a Bachelor of Electrical Engineering degree from IIT - Madras and a Master's in Business Administration from the Indian Institute of Management, Calcutta.

Mr. Jawahar Goel, Managing Director, Dish TV India Limited, while welcoming Venkateish on board said, "Venkateish has had a an excellent track record while heading leading brands, his experience gives him a well seasoned perspective which perfectly complements Dish TV's needs as a rapidly growing company with the highest market share. I am confident in his abilities to enable Dish TV to take the next big leap."



About Dish TV India Limited:

Dish TV is India's largest direct-to-home company and part of the biggest media conglomerate - Zee Group. Dish TV has on its platform ~ around 250 channels & services including 21 audio channels with over 7.5 million subscribers, which are further growing. Dish TV has a vast distribution network of about 1400 distributors & 55,000 dealers that spans around 6600 towns across the country. Dish TV has a 24* 7 call centre with 1600 seats, to attend calls in 11 different languages and to take care of subscriber requirement at any point of time. For more information on Dish TV please visit www.dishtv.in
