



Dish TV offers new packs specifically for South Indian

*Packs designed to suit content consumption preferences of South Indian subscribers
~Launches **'South Family Pack'** loaded with 185 + channels and services @ just Rs 185/-~*

Chennai, July 13, 2011: It's raining offers this monsoon in South India as **Dish TV**, the pioneers and leaders in the Indian direct-to-home category, today announced new packs for the multilingual viewers in South India. The packs priced at Rs 165/- and Rs 185/- per month, will offer the South Indian families an optimal mix of entertainment according to their choice of languages and channels.

Announcing the packs, **Salil Kapoor, Chief Operating Officer, Dish TV** said, "South India is a heterogeneous market where the entertainment consumption and preference varies not only from state to state but also within the state. Being the market leaders and ahead of the curve, the focus for us is to offer maximum choice and value for money to our subscribers. The new packs launched specifically for South Indian viewers, will offer them the choice of regional content they would like to watch bundled with best of entertainment channels available nationally. Now, the viewers can watch maximum regional entertainment in digital quality at cable TV prices in their preferred languages."

'South Family Pack', a guaranteed best value offering from Dish TV, offers 185+ channels and services at just Rs. 185/-. The pack is loaded with Hindi Entertainment, Hindi Movies, 4 South Regional A-La-Carte Packs, Sports and Popular channels like Cartoon Network, Discovery, NGC, HBO, and much more.

"A person who understands two or more South Indian languages and also wants to watch Hindi and English entertainment can opt for this pack, which would give him the maximum choice of regional content in the language he wishes to watch. The **South Family Pack's** uniqueness lies in the choice of 4 regional a-la carte packs it offers to the customers across four South Indian languages- Tamil, Kannada, Malayalam and Telugu apart from a host of popular channels to meet the wholesome entertainment demands of the family,' **added Mr. Salil Kapoor.**

Dish TV also announced the **'New Silver Saver Pack'**, which offers its viewers break free cinema- Zee Classic, Zee Action, Zee Premiere; best of Hindi GEC- Zee TV, Colors, SONY, Star Plus and more; Hindi News- Zee News, Live India, News 24 among others; more Sports action- Ten Action, Ten Action + and English entertainment- HBO, National Geographic Wild. The **'New Silver Saver Pack'** also offers 2 south regional a-la carte packs. Both **'South Family Pack'** and **'New Silver Saver Pack'** are available on new connections as well as on recharge.

Offering delight to people in South India, Dish TV also announced 5 new and exciting offers on purchase a new connection of the leading DTH player. The offers starting from Rs 1290/- feature bundled packs for a time period of 2 to 12 months with every new Dish TV connection.

Offer Price	Months	Pack Name	Bundled A-La-Carte Pack
1290	2	South Silver Cricket/South Silver Saver/ South Family	Ten Cricket
1390	3	South Silver Cricket/South Silver Saver/ South Family	Ten Cricket
1490	4	South Silver Cricket/South Silver Saver/ South Family	Ten Cricket (3 Months)
1590	5	South Silver Cricket/South Silver Saver/ South Family	Ten Cricket (3 Months)
2390	12	South Silver Cricket/South Silver Saver/ South Family	Ten Cricket (3 Months)

**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

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