



Dishtv offers maximum entertainment for its North East viewers

*Offers 8 regional channels in North east, 315+ channels and services overall;
Adds Ne Hi Fi and News Time Assam to its bouquet*

Guwahati, June 6, 2011: Dishtv, the pioneers and market leaders in the Indian direct-to-home category, today announced an addition of two more Assamese channels in its bouquet for its viewers in North East region. With the addition of these two new channels, **Dishtv** now offers the maximum regional entertainment amongst all DTH players with a total of 8 regional channels on its platform in the region. The leading DTH player also has the widest overall content basket with an unmatched bouquet of 315+ channels and services.

The latest addition of the popular channels- Ne Hi Fi and News Time Assam is in sync with **Dishtv's** promise to provide wholesome entertainment for the complete family. The DTH player is offering various Assamese channels across different subscription packs, in genres like news and general entertainment for its Assamese speaking audience.

Commenting on the initiative, **Ms. Anjali Malhotra, Senior Vice President- Marketing, Dishtv** said, "**Dishtv** has always taken the lead in enhancing the value proposition and believes in providing the maximum and the best in entertainment to its subscribers. Our endeavor is to increase affinity with our audiences by providing them the choice of content they would like to watch. With the latest additions in our channel bouquet, we take pride to offer maximum Assamese content to our customers in North east region and we will continue to expand our offerings with further additions."

The Assamese channels available on the platform across genres:

News	Entertainment
NE TV	Rang
DY365	Ne Hi Fi
News Live	DD North East
News Time Assam	Nepal One

About Dishtv 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 315 channels & services including 22 audio channels and 35 HD services with more than 10 million subscribers. 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 recently acquired transponders on the Asiasat 5 platform thus increasing its bandwidth capacity by 216 MHz to reach a total of 648 MHz, by far the largest held by any DTH player in the country. 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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