



Dishtv offers maximum entertainment for its Oriya speaking viewers

*Offers 8 Oriya channels in Orissa, 315+ channels and services overall;
Adds Prarthana TV, Tarang Music and STV Samachar to its bouquet*

Orissa, June 7, 2011: Dishtv, the pioneers and market leaders in the Indian direct-to-home category, today announced an addition of three more Oriya channels in its bouquet for its viewers in the state of Orissa. With the addition of these three new Oriya channels, **Dishtv** now offers the maximum regional entertainment amongst all DTH players with a total of 8 channels on its platform in the state. 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- Prarthana TV, Tarang Music and STV Samachar , is in sync with **Dishtv's** promise to provide wholesome entertainment for the complete family. The DTH player is offering various Oriya channels across different subscription packs, in all genres like movies, news, devotional and general entertainment for its Oriya 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 Oriya content to our customers in Orissa and we will continue to expand our offerings with further additions."

The Oriya channels available on the platform across genres:

News	Entertainment	Devotional	Music
OTV	DD6 Oriya	Prarthana TV	Tarang Music
Nakshatra TV	ETV Oriya		
STV Samachar	Tarang		

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

For further information contact:

Tarundeep Singh
Deputy Vice-President- Corporate Communications, Dishtv
Tel: 0120- 2599555
E-mail: tarundeep_s@dishtv.in