



Dishtv welcomes Rajasthan Government's entertainment tax waiver on DTH sector

New Delhi, March 14, 2011: Dishtv, the pioneers and market leaders in the Indian DTH market, welcomes the Government of Rajasthan's decision to waive off the entertainment tax levied on DTH companies in the state. The State Government announced the same in their 2011-12 Budget presentation on March 9, 2011.

Embracing the announcement, Jawahar Goel, Managing Director, Dishtv India said, "In today's age and times, when Television is the most affordable and only form of infotainment for large sects in our country, it is ironic that watching TV is taxed. Television plays an important role in the inclusive growth of the country and DTH as an industry augments this growth. DTH today is not only a source of entertainment but also provides information and means of staying connected with the world to substantial chunk of consumers in India. We welcome this move and would like to applaud the leadership of UPA Chairperson Mrs Sonia Gandhi and Mr Ashok Gehlot for taking a progressive step for the millions of subscribers of DTH. We are hopeful that other Congress run state governments will consider similar progressive steps."

DTH, currently is the only industry which is being levied service tax of 10% as well entertainment tax on its services which varies from state to state. Even, some of the socially taboo products like Tobacco and Liquor are not subjected to multiple taxation as is the case in the DTH sector. The sector currently reels under panel taxation with tax incidence of about 40%.

About Dishtv India

Dishtv is India's largest direct-to-home company and part of the biggest media conglomerate – Zee Group. Dishtv has on its platform 267 channels and services including 21 audio channels with 10 million subscribers, which is growing. The company has a vast distribution network of about 1400 distributors and 55,000 dealers that spans around 6600 towns across the country. Dishtv has 24*7 call centre with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dishtv, visit www.dishtv.in

For further information, please contact:

Tarundeep Singh, Corporate Communications, Dishtv, tarundeep_s@dishtv.in