



## **DISH TV CELEBRATES ONAM** *Offers Mix N Match Entertainment Bonanza*

*With 3 unique benefits for new subscribers –*

***Assured FREE recharge, upto 1 year***  
***One Tamil pack free for 3 months***  
***Customizable base pack, with or without sports.***

3rd August 2010, Dish TV -

India's largest direct-to-home company today launched a spate of new offers on the momentous occasion of Onam. A special **Mix N Match** offer, empowering its customers to customize their package as per their own choice, has been announced. All new subscribers, who buy dish tv this month, will get one Tamil pack free, in addition to 2 malayalam packs, for 3 months. Furthermore, between 5th to 25th Aug, every new activation will be entitled to a sure-shot FREE recharge offer, from a minimum of 15 days to a maximum of 1 YEAR SUBSCRIPTION FREE !

The dish tv south silver pack is already the favorite for sports lovers, with 5 sports channels on offer at a mere Rs125, including 2 packs of regional language of choice. All new subscribers of Dish TV now have the option of customizing their South Silver Pack with or without sports.

Those that do not desire sports channels, can now, opt for a 3rd regional channels pack, that can be "picked" from a list of 11 packs in malayalam, tamil or other language of their choice. All new language packs are now available on a-la-carte at a reduced price of an affordable Rs 15 only !

The scheme has been launched based on the consumer insight that a significant population in Kerala that desires regional channels in more than 1 language, most popular mix being - Malayalam and Tamil. Now Silver subscribers can take a Tamil pack free along with 2 Malayalam packs. They can, further, add a 3rd pack, as an alternate to sports. Additional regional packs are available only at Rs 15 ! This will give unique POWER to the Kerala viewers to **Make their own pack**, and add more color and excitement to the Onam festivity.

All new subscribers will further stand to win **ASSURED FREE recharge, from 15 days, to 1month, 3 months, 6 months and even upto 1 YEAR !** A simple sms from the new subscriber will entitle him to the free subscription. 4 draws will be done between 10th to 26th Aug during which the free subscriptions will be announced to the subscribers. The same can be enjoyed by him, when he recharges for the first time, after his initial free period expires.

The special Onam schemes include offers on at 1390 for 3 months of **South Silver Pack with FREE Toon Mania (Pogo, Hungama, Animax, Nickledeon) + Fun Disney (Disney Disney XD) + 2 South Regional A-la-carte packs.** Installation charges: Rs. 200. For those wanting longer term "bundles", there are options at Rs 1690 with 5 months and Rs 2490 with 12 months.

Speaking on the occasion, Mr. V.K. Gupta, COO, Dish TV said "Onam is a very special occasion for people of Kerala and we welcome the spirit of festivity and celebration with an incredible value proposition for our customers in Kerala. In line with our brand promise of

Sabse Zyaada (maximum) the Mix N Match offer is designed to give more freedom to customize and empower the customers with multiple language options by adding more value to the entry level base pack. To further delight our subscribers, the customers win recharge free, from 15 days to upto 1 year ! Our customer centric approach has always helped us create products and services that offer more value to our customers and reward them”.

**NEW SOUTH SILVER PACK**

**FOR SPORTS LOVERS**  
**SOUTH SILVER (WITH SPORTS)**  
 +  
**2 REGIONAL A-LA-CARTE PACKS**

**OR**

**FOR REGIONAL CONTENT LOVERS**  
**SOUTH SILVER (WITHOUT SPORTS)**  
 +  
**3 REGIONAL A-LA-CARTE PACKS**

**CHOOSE FROM THE FOLLOWING REGIONAL A-LA-CARTE PACKS**

TELEGU 1	TELEGU 2	TAMIL 1	TAMIL 2	MALAYALAM 1	MALAYALAM 2
KANNADA 1	KANNADA 2	MARATHI	CHUTTI TV	ORIYA	

For viewers that desire english, hindi, kids, infotainment or urdu entertainment, there is an option of choosing a **Silver Saver pack @ Rs 160 per month with 7 additional channels viz, Cartoon Network, Disney XD, Discovery, HBO, Imagine Tv, ETV Urdu, Zee Salaam.** In particular, Zee Salaam, which is relevant for muslim populated districts of Mallapuram, Kannur, Calicut, Kollam, Kasargod etc., will be showcasing special Ramzaan programming for a full month including live Quran recital. New subscribers buy dish tv, with this pack, at only Rs 1390 for 2 months .

### About Dish TV India

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 ~ 250 channels & services including 21 audio channels with over 7.5 million subscribers, which is growing. Dish TV has a vast distribution network of about 900 distributors & 48,000 dealers that spans around 6600 towns across the country. Dish TV 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 Dish TV, visit [www.dishtv.in](http://www.dishtv.in)

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