

Dishtv premiers 'Karthik calling Karthik'

*Latest Bollywood block-buster hits the small screen in 4 weeks of its theatrical release
Watch Latest Bollywood Blockbuster in the comfort of your home*

New Delhi, 01 April 2010: Keeping with its commitment of constantly presenting the best and latest entertainment to its subscribers, Dishtv, India's largest direct-to-home service, today announced the Premiere of the latest Bollywood Blockbuster – 'Karthik Calling Karthik' on its movie on demand service in 4 weeks of its theatrical release. The movie is priced at Rs 50 and would be available to viewers on a pay per view basis for download for 24 hours.

A romantic thriller, 'Karthik Calling Karthik' is written and directed by Vijay Lalwani and produced by Farhan Akhtar and Ritesh Sidhwani. The film's music is composed by Shankar, Ehsaan, Loy and has proved to be a big hit among the masses.

Karthik Calling Karthik is a coming of age story, a romantic thriller, starring Farhan Akhtar and Deepika Padukone in lead roles. It's a story of a lovable loser Karthik, whose life changes with the help of someone who also claims to be Karthik.

Commenting on the initiative, Mr. Salil Kapoor, COO, Dishtv India said "Entertainment at home is increasingly becoming popular and we feel delighted by our subscriber's response towards the new and recent movies released on our movie on demand service. Dishtv offers largest number of movies on its platform and we are proud to showcase yet another Bollywood blockbuster 'Karthik Calling Karthik' on our platform within a month of its theatrical release. As always, we strive to bring the best and biggest of offerings to our discerning customers who find the convenience and simplicity of Movie- on- Demand a great way to watch movies at home."

Dishtv subscribers can order the movie through IVR/Phone, SMS, or by logging onto www.dishtv.in which authorizes them to view the movie - multiple times, at a time of his convenience within 24 hours. The subscribers can enjoy the movies ordered at their own convenience in the theatre like experience with true digital picture quality!

Critics Review:

Nikhat Kazmi of Times of India rated it 3.5 out of 5, calling it "immensely watchable, purely for the class act by Farhan Akhtar in the title role".

Shweta Parande of IBNLive.com gave a rating of 3.5 out of 5, by applauding the cast and crew for their performances and their efforts on building up the story as a team.

Noyon Jyoti Parasara of AOL.in also gave it a thumbs up and rated it 3 out of 5. He wrote, "The film certainly gives us one director in Vijay Lalwani whose work we could look forward to as he shows his potential in this film."

About Dishtv India

Dishtv is India's No. 1 direct-to-home company and part of the biggest media conglomerate – Zee group. Dishtv has on its platform 250 channels & services including 21 audio channels with over 68 million subscribers, which is growing. Dishtv has a vast distribution network of about 700 distributors & 48,000 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 Press Queries:

Ritu Jain,
Deputy Vice President - Corporate Communications,
Dishtv
+91 9811316770
ritu_jain@dishtv.in