



NEWS RELEASE

## **Dishtv ties up with J&K Bank; offers proximity to its subscribers in the state**

*~Dishtv recharge to be made available at all J&K Bank run Khidmat Centres ~*

**Srinagar, March 23, 2011:** In a first ever initiative by a DTH company in Jammu and Kashmir, Dishtv- the pioneers and market leaders in the Indian DTH market, today announced an alliance with J&K Bank enabling it to offer recharge preference to its subscribers in the state. Now Dishtv recharge will be available at all '*Khidmat Centres*', the Common Service Centres in J&K under the national e-governance plan. J&K Bank is the service centre agency responsible for setting up such units.

Commenting on this latest initiative, **Salil Kapoor, Chief Operating Officer, Dishtv**, said, "As a 10 million strong family, our current focus is to bring in novel solutions for customer recharge. Our alliance with J&K Bank is a step in offering our customers in J&K more delight, convenience and power to enjoy uninterrupted entertainment by simply reaching out to the nearest *Khidmat Centre* in the state. As the *Khidmat Centres* have web connectivity, it will be easier, faster and convenient to recharge and upgrade an existing Dishtv connection. Not only that, this initiative will create business avenues in the state and as a concerned corporate citizen we would be giving applied training and knowhow of our services to help the youth in the state make a successful proposition out of this opportunity."

Explaining the concept of Common Service Centres, **Fazl-e-Mehboob Gani, Vice President, CSC and FID, J&K Bank**, said, "J&K Bank run Common Service Centres are 'fully branded, IT enabled rural retail network' with focus on providing innovative solutions to rural people at their doorstep. Our focus is to offer B2C services and we have tie-ups with various service providers and aggregators in telecommunications, education, solar energy, financial services among others for the same. Today, DTH is an inclusive part of growth in the country and we are delighted to align with the industry leaders, Dishtv offering their service solutions to people of J&K."

J&K Bank currently runs around 500 '*Khidmat Centres*' in the state and is the only bank in the country that has received a mandate from the IT Ministry to set up such centres under the National e-Governance Plan. The plan's vision is to make all Government and private services available to the common man in his locality, throughout his life and through a one-stop-shop (integrated service delivery).

### **About *Khidmat Centres*(CSCs)**

*CSC Scheme is one of the important components of the National E-Governance Programme (NeGP) of Government of India that envisages rapid introduction of e-governance in the country. The CSC Scheme envisions CSCs as the front-end delivery points for Government, private and social sector services to rural citizens of India, in an integrated manner. The scheme is being implemented through a PPP model whereby a designated private organization/company (Called the Service Centre Agency) develops the CSC network through a Build-Own-Operate (BOO) model.*

**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 standard definition channels, 30 high definition 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](http://www.dishtv.in)*

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