



## **Dish TV adds to the festivity of this Diwali season**

New enriching, affordable plans: Standard packs starting Rs. 165/- onwards; HD packs starting Rs. 375/- onwards

**New Delhi, 04 Oct'11:** Dish TV India, country's leading Direct-to-home service provider today announced a range of their festive season packs to match the joyous mood of its subscribers this season. With the introduction of these festive packs, Dish TV has made digital entertainment far more affordable ensuring customers are not left out to enjoy in best of entertainment.

Speaking on an occasion while announcing these festive packs, **Mr. Salil Kapoor, COO, Dish TV India** said "Being the market leaders our continuous focus has been towards offering maximum choice and content to our subscribers. We are proud to be known as the brand offering value for money with a focus towards quality of service. To match the unparalleled festive mood of our subscribers, we are happy to announce our festive packs that are bound to transition the industry. Our standard packs are now starting at as low as Rs. 165/- onwards. HD packs starting at Re. 375/- onwards will lead to deeper penetration supporting the HD revolution that has just begun in India."

Dish TV has introduced the all new World Pack to suit the taste of the consumer who wants everything from the world of entertainment. Guaranteed to offer true value for money with maximum content at an affordable price, Dish TV has launched this pack at a never before price of Rs. 275/-. The break through pack offers content across genres including Sports, English Movies, English News, GEC, Lifestyle & much more and includes 222+ channels and services. The pack is loaded with 18 Hindi news channels, 17 GEC, 12 devotional channels, 10 Hindi movies channels, 8 music channels, 8 English Entertainment channels, 7 sports channels, 6 infotainment channels and much more

In another break-through from the industry leader, Dish TV today announced an all-new family pack at a tag-price of Rs. 165/-, making digital entertainment way affordable for its subscribers. An optimal mix of entertainment across genres with a range of over 192 + channels and services, 'Family Pack' is the industry's best valued offering. Dish TV brings this pack pre-loaded with 16 Hindi General Entertainment Channels, 9 Hindi Movies channels including 3 break free cinema channels, 18 News Channels, 12 Devotional Channels and other popular channels like Cartoon Network, Pogo, Discovery, Colors, Imagine TV, UTV Bindaas, National Geographic, NGC Wild, Zee Salaam and much more.



With this festive season, Dish TV wishes to take another league and support the HD revolution. The ‘Tru HD World Pack’ promises superior digital quality service at a never before price. Dish TV has introduced Tru HD World pack at just Rs. 375 including 28 HD services + 223 SD Channels & Services. Not to dampen the festive mood Dish TV has enriched its existing package reaching more households and subscribers across the country.

For new customers, Dish TV also announced an exciting offer on purchase of a new connection of the leading DTH player.

<b>Standard definition</b>		
<b>Price</b>	<b>Free period</b>	<b>Offer</b>
Rs. 1090	1 months	World Pack or Platinum Plus pack + UTV 2 pack
Rs. 1299	2 months	Family pack +UTV 2 pack
Rs. 1399	2 months	World Pack or Platinum Plus pack + UTV 2 pack
<b>High definition</b>		
<b>Rs. 2190</b>	<b>1 month</b>	Tru World pack or Tru HD premiere pack with 260+ channel & services or tru HD Royale pack with 275+ channels & services
Rs. 2590	2 month	Tru World pack or Tru HD premiere pack with 260+ channel & services or Tru HD Royale pack with 275+ channels & services
Rs. 2990	3 month	Tru World pack or Tru HD premiere pack with 260+ channel & services or Tru HD Royale pack with 275+ channels & services

### **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 330+ channels & services including 22 audio channels and 43 HD services with more than 11.2 million subscribers. 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](http://www.Dishtv.in)



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