



## **Dishtv Crosses 7 Million Subscribers Mark**

**Ab Khushiyan Thodi Extra - Pay for 3 months, Get Recharge for 4 Months**

### **Dishtv launches 'World Cup Se World Cup Tak' Offer**

**12 Months Gold Pack for Rs. 3190**

**3 Months Gold + 1 month Extra for Rs. 1690**

06 April 2010: To celebrate 7 million subscribers mark, India's largest DTH Company Dishtv today introduced a new recharge offer for its Silver Saver and Gold Saver subscribers, wherein the subscribers need to recharge their subscription for 3 months and they will get 4 months worth of subscription in return.

Dishtv also unveiled a special acquisition offer 'World Cup Se World Cup Tak'. With the launch of this offer Sports fans can now enjoy more sports than ever with 12 Month Gold Pack plus Set Top Box for Rs. 3190 and 4 month Gold Pack plus Set Top for Rs. 1690. Rs. 200 installation cost is extra.

Speaking on the occasion Salil Kapoor, COO, Dishtv said, "As the undisputed leader in the Indian DTH industry, we are committed to delighting our customers through superior technology, great customer service and best value for money. To celebrate 7 million subscribers milestone, Dishtv is pleased to announce a special offer for its existing customers wherein they get 4 months worth of subscription by paying recharge for 3 months. We always endeavor to offer competitively superior, differentiated service to all Dishtv customers.

2010 is a year of back to back sporting action, we have IPL, Twenty-20 World Cup, FIFA World Cup, ICC world Cup hosted in India, interspersed with Champions league and Common Wealth Games. Dishtv truly understands just how passionate sports fans can be, therefore we have included all the sports channels in our Gold Pack for our discerning customers for Non-Stop sports action at just Rs. 210 per Month. Salil Kapoor added.

The values of the recharge can be seen from the below table:

<b>Pack</b>	<b>Pay</b>	<b>Get</b>	<b>Return</b>
Silver Saver	Rs. 450	Rs. 600	33%
Gold Saver	Rs. 800	Rs. 1064	33%



## GOLD PACK – BEST PACK FOR SPORTS LOVERS

Maximum Sports channels at Minimum Cost (Rs. 210)

Channels	Dish TV	Airtel	Tata Sky	Big TV	Videocon	Sun Direct
ESPN Star Sports	Gold Pack	Economy	Rs65 Extra	Silver Plus	Rs 60 Extra	Rs 108 Extra
Star Cricket			Super Value			
DD Sports		Rs28 Extra	Rs. 20 Extra	Rs28 Extra	Rs 30 extra	35
Ten Sports Zee Sports						
<b>TOTAL COST</b>	<b>Rs. 210</b>	<b>Rs. 249</b>	<b>Rs. 285</b>	<b>Rs. 249</b>	<b>Rs. 240</b>	<b>Rs. 275</b>

Data as per respective websites as on 1<sup>st</sup> April 2010

### About Dish TV India

Dish TV is India's No. 1 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 7 million subscribers, which is growing. Dish TV has a vast distribution network of about 700 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.dish.tv](http://www.dish.tv)

### For Press Queries:

Ritu Jain,  
Head - Corporate Communications, Dish TV  
+91 9811316770  
[ritu\\_jain@dish.tv](mailto:ritu_jain@dish.tv)