



## Dishtv ties up with MPOnline; reaches closer to its subscribers

*~Dishtv recharge to be made available at all MPOnline Kiosks ~*

**Bhopal, 4th Nov 2011:** In yet another pioneering initiative, Dishtv India - country's largest DTH player today signed an alliance with MPOnline reaching closer to its subscribers across Madhya Pradesh. MPOnline is an initiative by the Government of Madhya Pradesh, to provide its citizen with services at their doorstep and avoid unnecessary expenses, efforts and time. Dish TV subscribers can now reach any MPOnline Kiosk and make a payment through Cash and directly on the Portal through Credit Card and Net Banking.

Commenting on this latest initiative, **Salil Kapoor, Chief Operating Officer, Dishtv**, said, "As a 11.7 million strong family, our current focus is to bring in novel solutions for customer recharge. Our alliance with MPOnline is a step in offering our customers in Madhya Pradesh more delight, convenience and power to enjoy uninterrupted entertainment by simply reaching out to the nearest *MPOnline kiosks* in the state. As these centers have web connectivity, it will be easier, faster and convenient to recharge and upgrade an existing Dishtv connection. Not only this, these kiosks will also help our customers in addressing any recharge related issue"

He further added "The first phase of this tie up will help us have a better spread in markets with wider facility available for recharge in Madhya Pradesh to enhance customer comfort. Later in the second phase we will start offering Set Top boxes sales through them"

Explaining the concept, **Mr. Pramod Bhargava, Chief Operating Officer, MPOnline Limited** said, "MPOnline provides exhaustive consumer services like Bill Payments, Online College and University Applications, Driving License application and Forest Reservations. Our focus is to provide majority of B2C services and we have tie-ups with various service providers and aggregators and offer Online Applications for Professional vacancies, Applications for several Universities in addition to Driving License application, Bill Payments and Forest Reservations.

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 Madhya Pradesh."

MP online has 8200+ Kiosks spreading all over the State.

### **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 330+ channels and services including 21 audio channels with 11.7 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)



### **About MPOnline**

MPOnline Portal is the initiative by the Government of Madhya Pradesh, to serve its citizens in terms of providing them with the facilities at their doorstep, in the process eliminating the need for coming to the Government offices and avoid the unnecessary expenses, efforts and time. MPOnline provides a huge facility of services like Online Applications for Professional vacancies, Applications for several Universities in addition to Driving License application, Bill Payments and Forest Reservations.

### **For further information, please contact:**

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