



PRESS RELEASE

The DTH industry pioneers announce another 'first'

dishtv aligns with Aadhaar; accepts the UID number as KYC norms

New Delhi, February 3, 2011: The pioneers and leaders of the Direct-To-Home (DTH) industry in India, dishtv, today in a major move announced its alignment with 'Aadhaar' – a 12-digit unique number which the Unique Identification Authority of India (UIDAI) is issuing to all residents of India. dishtv will now be accepting the UID as a Know Your Customer (KYC) validation for address and identity proof.

In a first for the industry, the DTH operator will be acknowledging the UID numbers of all Aadhaar holders as an "officially valid document" for installation and subscription purposes of its services.

Commenting on the move, Mr. Salil Kapoor, Chief Operating Officer, dishtv, said, "dishtv is proud to align with UIDAI to recognize and support the country's largest movement to provide unique ID numbers to its residents. Not only will this be of convenience to consumers across the nation, the move will also facilitate the reach of digital content into far out and rural areas of the country where establishing proof of identity is a predicament. Aadhaar will also serve an additional payment option to dishtv as the UID has a direct connect to the banks and financial institutions. As an industry leader, dishtv has always been at the forefront of innovations such as these and has pioneered several firsts in the industry."

The UID numbers issued to over a million residents, with a target of 600 million by 2013, will be accepted as officially valid documents through all dishtv dealers and channel partners across the country. This association will be of immense value to the existing and potential customers of dishtv with screening of identity and address proof made easy and quick through the unique numbers allotted to all Aadhaar holders.

About Aadhaar

Aadhaar is a 12-digit unique number which the Unique Identification Authority of India (UIDAI) is issuing to all residents of India. Aadhaar is linked to the resident's demographic and biometric information, which they can use to identify themselves anywhere in India, and to access a host of benefits and services. Aadhaar, which translates into 'foundation', or 'support' and is present across most Indian languages.

The Aadhaar number itself is random, devoid of any classification based on caste, creed, religion and geography. The name Aadhaar communicates the fundamental role of the number issued by the UIDAI the number as a universal identity infrastructure, a foundation over which public and private agencies can build services and applications that benefit residents across India. Aadhaar's guarantee of uniqueness and centralised, online identity verification would be the basis for building these multiple services and applications, and facilitating greater connectivity to markets.

**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 channels and services including 21 audio channels with over 9.4 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

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