



## **Dishtv premieres the latest blockbuster 'Ishqiya' for just Rs 25/-**

**New Delhi, 13th March 2010:** Keeping with its commitment of constantly presenting the best and latest entertainment to its subscribers, Dishtv, India's first and the largest direct-to-home service, today announced the Premiere of the most critically acclaimed Bollywood Blockbuster – Ishqiya over its movie on demand service at a special price of Rs. 25. Ishqiya is the most appreciated movie of the season, well crafted under the direction of debutant Abhishek Chaubey and produced by Vishal Bharadwaj and Raman Maroo. The smash hit music is composed by Vishal Bhardwaj and the lyrics are penned by eminent Gulzar.

Starring Naseeruddin Shah, Arshad Warsi, Vidya Balan among others, Ishqiya is a story about love arising in characters, portrayed uniquely according to their own personal traits. The situations in the plot lead the characters to experience the emotion creeping into their lives in the most unexpected manner. With its unconventional theme, the movie was a hit among the Indian masses and now dishtv viewers can catch this Blockbuster at any time of the day on a special price of Rs 25/-, as compared with the usual pricing of Rs 75-100.

Commenting on the initiative, **Mr. Salil Kapoor, COO, Dishtv India** said "Dishtv offers the largest number of movies on its movie on demand platform and it is our constant endeavor to offer the latest and best content to our subscribers. The premiere of Ishqiya on dishtv is yet another initiative to provide wholesome entertainment to our subscribers at an extremely competitive cost. Ishqiya is an outstanding film which has been acclaimed both by critics and the viewers and we're happy to bring this blockbuster to our customer's home."

Dishtv subscribers can order the movie through IVR/Phone, SMS, or by logging onto [www.dishtv.in](http://www.dishtv.in) which authorizes them to view the movie - multiple times, at a time of his convenience within 24 hours. The subscribers can enjoy the movies ordered at their own convenience in the theatre like experience with true digital picture quality!

### **About Dishtv India**

Dishtv is India's No. 1 direct-to-home company and part of the biggest media conglomerate – Zee group. Dishtv has on its platform 240 channels & services including 21 audio channels with over 6.6 million subscribers, which is growing. Dishtv has a vast distribution network of about 700 distributors & 48,000 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) <<http://www.dishtv.in/>>

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