



Dish TV offers digital entertainment for the complete family at cable TV prices

~Launches '**Family Pack**' loaded with 186 + channels and services @ just Rs. 176/--~

New Delhi, July 27, 2011: The country's premier Direct to Home (DTH) service, Dish TV, in another first announced a new '**Family Pack**' for its viewers offering them digital entertainment at cable TV prices. The break through pack, loaded with maximum entertainment for the complete family will include 186+ channels and services priced at just Rs. 176/-. '**Family Pack**' will be available to all Dish TV new and existing customers, with an optimal mix of entertainment across genres. For all new connections, Dish TV has announced a special pricing of Rs. 1399/- which includes 2 months of the '**Family Pack**' coupled with UTV and India Cricket Pack.

Announcing the pioneering pack, **Salil Kapoor, Chief Operating Officer, Dish TV India Limited** said, "Being the market leaders and always ahead of the curve, the focus for us is to offer maximum entertainment, choice and value for money to our subscribers. The new '**Family Pack**' has been specifically designed for the entertainment explosion of the entire family covering maximum Hindi Entertainment, Hindi Movies, News and Devotional channels amongst the 186+ channels and services offered. Now, Dish TV viewers across India can watch maximum entertainment in digital quality at cable TV prices."

'**Family Pack**', is a guaranteed best value offering from Dish TV, loaded with 15 Hindi General Entertainment Channels, 7 Hindi Movies channels including 3 break free cinema channels, 18 News Channels, 9 Devotional Channels and popular channels like Cartoon Network, Discovery, NGC Wild, Zee Salaam and much more.

For new customers, Dish TV also announced an exciting offer on purchase of a new connection of the leading DTH player. The offer, priced at Rs. 1399/-, will include 2 months of '**Family Pack**' with 186+ channels and services plus UTV Pack (UTV Movies + UTV Action + UTV Bindass) and India Cricket Pack, which would enable a subscriber to watch any cricket series or tournament featuring India.

About Dish TV 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 320 channels & services including 22 audio channels and 40 HD services with more than 11 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

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