

PRESS RELEASE

Dish TV rolls out new brand Campaign on Winning Hearts

Campaign titled *“Saadhey aath mein jeeto saare heart”* on the unique Pay-Per-Channel proposition

New Delhi, May 25, 2018: Dish TV India Limited, the world’s largest single-country DTH Company, has launched a 360-degree campaign on its industry-first initiative that allows freedom of choice for its customers. Entitled **“Saadhey aath mein jeeto saare heart”**, the campaign amplifies the benefit of having the choice of hand-picking channels based on customers entertainment needs and how that ultimately leads to keeping everyone at home happy. This latest campaign has been conceptualized by Enormous Brands and is running on air across news, movie, music and regional channels.

The campaign aims to connect both rationally and emotionally with customers who are managing delicate relationship balances at home. Aimed to reiterate Dish TV’s flexible and customizable entertainment packs and offerings, this campaign solidifies DishTV’s No. 1 position in the industry and showcases how their innovative offering of Rs. 8.5 per channel per month is set to create a new benchmark in television entertainment.

In the form of a TVC, the campaign showcases how a young man is being felicitated for having achieved an impossible feat – that of keeping his mother and wife happy by getting their favourite channels added on DishTV. This unique superpower is available to all DishTV customers and gives them the ability to choose the entertainment of their choice at a minimal price of Rs 8.5 per SD channel per month on their base pack. The germ of the idea came from the insight that today’s customers are often left wanting as most operators tie them down to a pre-bundled pack. Upgrading to new pack becomes heavy on the pocket, without the freedom to choose their favorite channel. But with DishTV’s disruptive offering, the customer has complete flexibility to add content of his and his families liking.

Commenting on the campaign launch, **Mr. Anil Dua, Group CEO – Dish TV India Limited** said, “DishTV has always leveraged relevant customer insights to launch and communicate new innovative offerings to its subscribers. Our product “Mera Apna Pack” under the DishTV brand is aimed at offering value, affordability and customer empowerment. We have just launched its new campaign “Jeeto saare heart” that is aimed at showcasing the benefit of providing customers with the choice of watching entertainment that they want. We, at Dish TV will continue to enrich our brands with unique offerings and services in the months ahead.”

Speaking on the new advertising campaign, **Mr. Sukhpreet Singh, Corporate Head - Marketing, Dish TV India Limited**, said, “With Family TV viewing at the core of our business, our new ad campaign is here to win everyone’s heart with its creative jingle and quirky ad campaign tagline-

“Saadhey aath mein jeeto saare heart”. To connect with customers, we will roll out the campaign on the TV, print and digital platforms. Additionally, all our POS will have a dedicated space to showcase it.”

Commenting on the collaboration, **Mr. Ashish Khazanchi, Managing Partner, Enormous Brands, said**, “DishTV is known for bringing innovation within the DTH Category. “Saadhey aath” is one such innovation in their pricing & product offering. Our endeavor is to make the brand more inclusive and charming. With this campaign we wanted to bring this promise alive in the context of families in a fun and enjoyable way.”

Watch the TVC here:

<https://www.youtube.com/watch?v=J84sESMnq88>

Campaign summary:

<p>Campaign elements: TVC, Print, outdoor, Digital, Cinema, Client: Dish TV India Limited Creative Agency: Enormous Brands Creative team: Ashish Khazanchi, Ajeet Shukla, Shubhojit Sengupta Planning team: Shivi Verma, Rohit Kumar, Amit Murthy Films: Director (of the film): Shlok Sharma Producer: Amrita Mahindroo Production House: ABSOLUTE Productions Music credits: Pankaj Awasthi Editor: Deepika Kalra</p>	<p><u>TVC details</u> Working title of film: Jeeto Saarey Heart Duration: 40 seconds</p>
--	---

About Dish TV India Limited:

Dish TV is India’s biggest and amongst the world’s largest (single country) direct-to-home (DTH) Company with a subscriber base of more than 29 million. The Company is part of the Essel Group, an Indian multinational business conglomerate having diverse business presence across Media, Entertainment, Packaging, Infrastructure, Education, Precious Metals, Finance and Technology sectors. Dish TV has on its platform more than 655 channels & services including 40 audio channels and 70 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat-5, SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1422 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 4,000 distributors & around 400,000 dealers that span across 9,450 towns in the country. Dish TV is connected with its pan-India customer base through call-centres that are spread across 22 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit www.dishtv.in

For further media queries, please contact:

Hirdesh Agarwal | DishTV India Ltd | hirdesh.agarwal@dishd2h.com