



## DISHTV GOES BIG ON HD THIS FESTIVE SEASON

~ 36 HD channels, highest in the country ~

~ 12 sports channels, highest among all DTH ~

~ Expand the total channel count to 460+ ~

~ No access or recorder activation fees for watching or recording HD channels ~

~ HD Recorder Box at the price of HD Box ~

**7th October' 2014, New Delhi:** Dish TV, Asia's largest direct-to-home (DTH) entertainment company with 17 million + subscribers, is ready to set a new benchmark in the DTH industry. Recognizing the need of our valued customers for HD Content in entertainment Dish TV has introduced (an) all new package for its new and existing customers in North India. Special variant of these packages are also available for its customers in South India.

**Speaking on the occasion, Mr. Salil Kapoor, Chief Operating Officer, Dish TV said,** "The initial response to the new packaging for this festive season has been overwhelming for Dish TV. As Asia's largest DTH operator, we have always focused on offering premium and exclusive packages with a value proposition offering for both new and existing customers. Dish TV has always been at the forefront for being pioneers and introducing a host of customer-centric products and services. Our new packaging with an enhanced focus on HD is in response to our consumers viewing habits making quality entertainment more accessible and economical".

**In High Definition,** Dish TV now has maximum content, 36 HD channels, making it highest in the country. The growth of the High Definition category over the past year together with rising sales of flat panel TV's has added a new dimension to the superior HD viewing experience. Our overall packaging, with enhanced HD and sports bouquet will further encourage viewers in the Metros and larger cities to subscribe to new offerings from, Dish TV.

With the addition of 2 sports HD channels Star sports HD 1 and Star sports HD 2, Dish TV has a complete offering & mix of entertainment, music, news and regional language channels (for its viewers).

Dish TV is also offering **3 HD ADD-ONS** which have the following content:

- **1<sup>st</sup> Pack : Game on HD @Rs. 125 (For Sports enthusiast and Hindi entertainment)**
- **2<sup>nd</sup> Pack: Life on HD @ Rs. 175(English entertainment with Sports and Hindi Entertainment)**
- **3<sup>rd</sup> Pack: Full on HD @ Rs. 200(Complete dose of entertainment)**

**For Sports enthusiasts**, with an approaching action packed sporting season (Cricket world cup 2015, India- England- Australia Tri series cricket. India- Australia Test series, Champions trophy, Football (UEFA) and other sporting events), Dish TV identified the need of our valued customers and has announced their special sports packaging.

Our three core packs for Sports enthusiasts:

S.no	Name of the pack	Unique offering	Priced at
1	Maxi Pack	Family entertainer with 6 Sports Channels	275 (including taxes)
2	All Sports	A true sports lovers delight with Maximum 11 sports	320 (including taxes)
3	Platinum Sports	Complete mix of English, Hindi, Sports, lifestyle and Infotainment	440 (including taxes)

#### **About Dish TV India Limited:**

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate – the 'Zee' Group. Dish TV has on its platform more than 400 channels & services including 22 audio channels and over 46 HD channels & services. Dish TV has about 17 million subscribers currently. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also acquired transponders on the Asiasat 5 platform which increased its bandwidth capacity by 216 MHz to reach a total of 648 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 1,950 distributors & over 1,72,000 dealers that span across 8,659 towns in the country. Dish TV customers are serviced by six 24\* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point of time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

#### **For more information, please contact**

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