

## PRESS RELEASE

### **Dish TV India’s Launch of Cricket to Serial - All in One Pack for Hindi Heartland Customers**

- Launched “Bharat Cricket Combo’ offer on DishTV and ‘Value Combo’ offer on D2h with a unique advance request add-on ‘India Cricket’ for uninterrupted cricket viewing experience
- New plan offers premium Hindi channels which are taken off from Free Dish platform

**New Delhi, March 18, 2019:** Catering to the evolving needs of customers, **Dish TV India Limited**, world’s largest single-country DTH Company is set to galvanise the industry with its new acquisition offers for both its brands. Recently many popular entertainment channels were taken off from Free Dish, and these customers are in need for their daily dose of entertainment. To benefit these customers, ‘**Bharat Cricket Combo’** on DishTV and ‘**Value Combo’** on D2h are affordable new acquisition offers for cricket lovers at just INR 1,270 and 1,292 plus taxes for three months respectively. This has stirred up the entire market and led to doubling of new customer acquisitions and tripling of win-backs over last few days.

Under this offer, the company is offering ‘India Cricket Service’ on DishTV & ‘India Cricket’ on D2h, which is an add-on/service along with FTA channels and popular Hindi channels ranging from infotainment, drama, devotional, news, music and movies. India Cricket Service is an advance request based add-on/service, which telecasts all the three formats (ODI, T20 and Test matches) of Indian men’s cricket team matches. Furthermore, customers can opt for more add-ons and bouquet services as per their choices including Set Top Box and free installation only.

Commenting on the announcement, **Mr. Anil Dua, Group CEO, Dish TV India Limited** said, *“In continuation of our efforts to provide maximum entertainment to the customers at affordable prices, we are delighted to announce very attractive offers on both our brands for cricket enthusiasts. The new offers are aimed at offering hassle-free cricket viewing experience along with mass entertainment and movie channels. We hope to acquire new customers specially from the rural markets and Hindi language speaking areas.”*

#### **Offer details**

##### **DishTV**

<b>Pack</b>	<b>Price (Excluding taxes)</b>	<b>Offer period</b>
Bharat Combo + India Cricket SD add on	1,270	3 months
Bharat Combo + India Cricket SD add on	1,948	12 months
<b><i>Includes prominent Hindi entertainment channels (Zee Anmol, Zee Anmol Cinema, &amp;TV, Sony Pal, Colors Cineplex, Colors Rishtey, Sony Wah, Star Utsav Movies and Star Utsav) + 1 Sports Service (India Cricket Service) + FTA including DD Channels</i></b>		



## D2h

Pack	Price (Excluding taxes)	Offer period
Value Combo + d2h India Cricket SD add on	1,292	3 months
Value Combo + d2h India Cricket SD add on	2,033	12 months

***Includes prominent Hindi entertainment channels (Zee Bollywood, Zee Anmol Cinema, Sony Wah, Movies OK, Star Utsav Movies, Zee Anmol, &TV, Colors Rishtey, Sony Pal, Star Utsav, Zee Action, & pictures, Sony Max2, Big Magic) + 1 Sports Add-on (India Cricket Add-on) + FTA including DD Channels***

To activate this new service DishTV customer can give a missed call to raise an advance request from their registered mobile number on 18003157698. For d2h customers, the add-on can be activated through a missed call on 18003150002.

\*\*\*\*\*

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

Dish TV India Limited is India's largest direct-to-home (DTH) Company with a subscriber base of more than 23.6 million. Dish TV India Limited owns multiple individual brands like Dish TV, Zing and d2h under its umbrella. The company benefits from multiple satellite platforms including NSS-6, SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1350 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 709 channels & services including 31 audio channels and 70 HD channels & services. The Company has a vast distribution network of over 4,000 distributors & around 400,000 dealers that span across 9,415 towns in the country. Dish TV India Limited 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](http://www.dishtv.in)

### **For further media queries, please contact:**

Hirdesh Agarwal | Dish TV India Ltd | [hirdesh.agarwal@dishd2h.com](mailto:hirdesh.agarwal@dishd2h.com)

Surbhi Shukla | Dish TV India Ltd | [surbhi.shukla@dishd2h.com](mailto:surbhi.shukla@dishd2h.com)