

DishTV adds 9 Malayalam channels for the Kerala Market

~ Takes the total Malayalam channel count to 27 channels and services, highest in the industry~

New Delhi, 11thAugust'15: DishTV, Asia's largest DTH service provider, in yet another move to diversify their presence in the DTH market have added 9 new Malayalam channels in its bouquet for its viewers in the state of Kerala. DishTV now offers the maximum regional entertainment amongst all DTH players with a total of 27 channels and services on its platform in the state. The leading DTH player also has the widest overall content basket with an unmatched bouquet of 500+ channels and services.

The latest addition of the popular channels- Kaumudy, Reporter, TV New, People, Jeevan, Safari, Kochu, Kappa and goodness is in sync with DishTV's promise to provide wholesome entertainment for the complete family. The DTH player is offering various Malayalam channels across different subscription packs, in all genres like movies, news, devotional and general entertainment for its Malayali speaking audience.

Announcing this new development Mr. Salil Kapoor, Chief Operating Officer, DishTV India said, "Being a pioneer and market leader Dish TV has always stood up to its promise of providing maximum Width and depth of content with an overall of 500+ channels & services. DishTV has always taken the lead in enhancing the value proposition and believes in providing the maximum and the best in entertainment to its subscribers. Our endeavor is to increase affinity with our audiences by providing them the choice of content they would like to watch. And now by adding 9 exceedingly popular Malayalam news and entertainment channels in our channel bouquet, we take pride to offer maximum Malayalam content to our customers in Kerala and we will continue to expand our offerings with further additions"

The list channels as follows:

Channel	Genre	Channel number
Kaumudy	General Entertainment	713
Reporter	News Channel	722
TV New		726
People		728
Jeevan	General Entertainment	729
Safari	Infotainment	731
Kochu	Kids Channel	734
Kappa	Youth Entertainment Channel	735
Goodness	Devotional Channel	738

About DishTV:

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 500 channels & services including 22 audio channels and over 44 HD channels & services. 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 and recently on the SES-8 platform which increased its total bandwidth capacity to 720 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 1,685 distributors & over 2,01,300 dealers that span across 8,929 towns in the country. Dish TV customers are serviced by thirteen 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

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