

PRESS RELEASE

DishTV launches 'Aapla Manoranjan' for Marathi Viewers!

The 24X7 Marathi value added service is fully packed with entertainment

New Delhi, March 12, 2018: Dish TV, Asia's largest DTH brand, has partnered with Shemaroo Entertainment Ltd., one of India's leading filmed entertainment content house to launch Marathi regional value added services for its valued Marathi audience. A 24-hour Marathi service '**Aapla Manoranjan**' is now available at Channel number 1232 on DishTV platform. With the launch of this new service, customers can now enjoy the complete Ad-Free and 24X7 Marathi Service packed with Movies, Plays and Songs.

'**Aapla Manoranjan**', DishTV's new regional offering is now available to the subscriber on free preview of 15 days. The viewers can continue to enjoy amazing Marathi content with a nominal subscription price of Rs 38 + GST.

The full entertainment package includes Marathi Songs, legendary Plays and two Marathi movies every day. In addition to this, every Sunday there will be a world satellite TV premiere of a newly released movie which hasn't been telecasted on any satellite channel like Bus Top, Paisa Paisa & Suagr, Salt aani Prem on this service.

Speaking on the initiative **Mr. Sukhpreet Singh, Senior vice president-Marketing, DishTV** said: "We're committed to provide the best of entertainment to our viewers across all regions. With an overall bouquet of 600+channels & services and with this new regional service offering, we're excited to bring the best content and excellent TV viewing experience to our Marathi audience. The addition of 'Aapla Manoranjan' will cater to the needs of our Marathi subscribers across India for complete entertainment in their preferred language."

Hiren Gada, Director - Shemaroo Entertainment Limited said, "We are pleased to associate with DishTV and bring to the viewers Aapla Manoranjan, a premium Marathi content service that will air the finest of Marathi films, songs and even theatre. It will be fueled by Shemaroo's rich and exhaustive library of content and programming prowess. Marathi cinema with its thematic diversity, technical excellence and high production values has made a mark for itself in the industry and amongst cinema lovers. We are sure that this new offering will thoroughly be enjoyed by the viewers of DishTV".

➤ **Few of the Big Premiere Movies:** *Sugar Salat Aani Prem, Kurukshetra, Parambi, Superstar*



- **Few of the Big Premiere Plays:** Me Nathuram Godsey Boltoy, Sant Tukaram, Kanekari, Sangeet Subhadra, Abhimanyu, Ambedkar Aani Gandhi



About Dish TV India Limited:

Dish TV is Asia Pacific’s largest direct-to-home (DTH) Company and part of the Essel Group. Dish TV has on its platform more than 607 channels & services including 39 audio channels and over 67 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 864 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 1,973 distributors & over 297,401 dealers that span across 9,402 towns in the country. Dish TV has thirteen 24* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the Company, please visit www.dishtv.in

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