

PRESS RELEASE

Dish TV Partners with Shemaroo to bring Bhojpuri regional active service on its two platforms

Introduces 'Bhojpuri Active' service

India, 26 July 2018: Dish TV India Limited, world's largest single-country DTH Company, expands its value added services and launches '**Bhojpuri Active**' service on its DishTV & d2h platforms. This value-added service is being offered in partnership with **Shemaroo Entertainment Ltd**, one of India's leading filmed entertainment content house. 'Bhojpuri Active' - a 24-hour service is now available at channel number 1556 on DishTV and channel number 861 on d2h platform.

As an inaugural offer, '**Bhojpuri Active**' will be available on free preview of 15 days on both the platforms. Post free preview, the viewers can continue to enjoy amazing Bhojpuri content with a nominal subscription price of Rs 40 + GST. Now customers can enjoy complete ad-free 24X7 Bhojpuri entertainment content. '**Bhojpuri Active**' offers more than 200 movies and over 1000 songs of super-hit Bhojpuri movies. In addition to this, every month there will be a premier of a latest released Bhojpuri movie.

Announcing the new service, **Mr. Anil Dua, Group Chief Executive Officer, Dish TV India Limited**, said, "In regional markets, language content is preferred by viewers. With an overall bouquet of more than 655 channels & services, our focus has always been on innovative content, best value proposition and novel entertainment initiatives. The launch of Bhojpuri Active service on our Dish TV and d2h platforms reiterates our commitment to bring handpicked quality content for our audience from all regions. We are sure this new regional offering will successfully cater to non-stop entertainment needs of our customers in Uttar Pradesh, Bihar and Jharkhand who prefer entertainment options in their native language."

Hiren Gada, Director - Shemaroo Entertainment Limited said, "We are pleased to extend our partnership with Dish TV to bring Bhojpuri Active, a premium Bhojpuri regional content service that will showcase the best of Bhojpuri films and songs. It will be fueled by Shemaroo's rich and exhaustive library of content and programming prowess. We are sure that this new offering will thoroughly be enjoyed by the viewers of both DishTV and d2h platforms."

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 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 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, 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. Dish TV India Limited has on its platform more than 655 channels & services including 40 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 9,450 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

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