

PRESS RELEASE

DishTV launches ‘Thriller Active’ service on both platforms

- *One stop destination for best thriller and horror TV shows and movies on DishTV and D2H platform*

India, 4th October 2018: Dish TV India Limited, world’s largest single-country DTH Company, is delighted to introduce a never heard before value added service-‘**Thriller Active**’ offering best thriller and horror TV shows and movies to Indian audiences on its both brands; DishTV and D2H. The first of its kind service is being offered in partnership with Shemaroo Entertainment Ltd, one of India’s leading filmed entertainment content house. Customers can now enjoy best of thrilling content at channel number 134 on DishTV and D2H platform.

‘**Thriller Active**’, DishTV’s exciting new offering is available to the subscriber on free preview of 15 days. Post free preview, the viewers can continue to enjoy spine chilling thrillers, television shows and movies at a nominal subscription price of Rs.40+Taxes.

Announcing the new service, **Mr. Anil Dua, Group Chief Executive Officer, Dish TV India Limited, said**, “Our focus at DishTV and D2H, has always been on innovative content, best value proposition and unique entertainment initiatives. Horror and thriller is a genre that young audiences have a huge appetite for, and we are here to fill the gap for a singular destination for the best of content available in this segment.”

Apart from classic horror shows such as Aahat, Zee Horror Show, Fear Files, a bouquet of unique features await every thriller enthusiast on DishTV and D2H. Further, to make weekends exciting for binge watching, the service brings special thriller, crime and horror series every Saturday and Sunday along with a popular movie.

Hiren Gada, Director - Shemaroo Entertainment Limited said, “We are delighted to tie-up with Dish TV India Ltd to provide this exciting content on its DishTV and D2H platforms. Being a leading content aggregator and owner, our efforts are to serve audiences with exciting content in innovative ways. Bearing the same in mind, the programming of the service has been carefully chosen and hand-picked from Shemaroo’s best thrilling library content.”

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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