



## PRESS RELEASE

### **Dish TV India Brings Unique Value Added Service for Telugu Viewers; Launches 'Telugu Active' on its DishTV & d2h platforms**

*The ad-free non-stop service is available in INR 40+taxes per month*

**Hyderabad, XX August 2019:** Continuing to strengthen its value added service offerings, **Dish TV India Limited**, world's largest single-country DTH Company has launched '**Telugu Active**' VAS service - a one stop ad-free destination for the best of Telugu films & shows. The **Telugu Active** service is launched in partnership with Shemaroo & Mango Mass Media and is available on both its brands; DishTV & d2h.

In order to bring unique and engaging content for Telugu subscribers, the **Telugu Active** service will give customers an access to 10 hours of fresh content every day and showcase two premier movies every week. To further connect with customers, the complete entertainment package will offer the finest Telugu movies of renowned actors like Nayantara, Atharva, Sai Dharam Tej, Niharika etc. Additionally, it will air chat shows of top celebrities, behind-the-scene of new movies, action scenes and comedy scenes of various movies.

Announcing the new service, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited**, said, *"Our focus has always been on engaging content, best value proposition and unique entertainment initiatives. Andhra Pradesh and Telangana are very rich in content and have very high TV viewership with high affinity towards Telugu content. Dish TV India with its new 'Telugu Active' service will cater to the needs of our Telugu audience for wholesome and varied family content. We are glad to partner with Shemaroo to launch this new ad-free service on both DishTV and d2h platforms."*

**Mr. Hiren Gada, CEO, Shemaroo Entertainment Limited**, said, *"We are delighted to partner with Dish TV and offer our extensive Telugu service to a varied set of audiences through the launch of 'Telugu Active' with Dish TV India. As content leaders, over the years we have seen that the engagement is much higher when content is served in preferred language and through preferred medium. We are sure this partnership will entertain a massive set of audience across India."*

**Telugu Active** service is available on channel number 710 on at a nominal subscription price of INR 40 plus taxes per month post applicable free preview period. To subscribe the new service, a customer can give a missed call to 1800-315-0710 from registered mobile number to activate the service.

#### **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 23.9 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 SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1332 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 701 channels & services including 31 audio channels and 71 HD channels & services. The Company has a vast distribution network of over 3,700 distributors & around 409,000 dealers that span across 9,400 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)

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