

## Dish TV introduces 'Ayushman Active' service for senior citizens

- *Specially curated content across different genres for the senior citizen viewers*
- *Available for 45 days exclusively on both the platforms- Dish TV & d2h*

**India, 17 July 2019: Dish TV India Limited**, world's largest single-country DTH Company, introduces the first-of-its-kind value added service- '**Ayushman Active**' in association with Dominiche Productions to offer unique and engaging content to the senior citizen viewers on both of its brands; DishTV and d2h. Exclusively available on both the platforms for 45 days starting July 16<sup>th</sup>, this is the first ever service dedicated to engage and motivate seniors and enjoy meaningful TV time.

Empowering senior citizens to take charge of their lives and make informed decisions, the service provides users to scroll through nostalgic music, Bollywood movies and knowledge on healthy living and wellness. Under the '**Ayushman Active**' service, senior citizens will have access to shows like Bhakti Bhav, Aap Ka Sathi, Kick Start 60 and Majani life.

Further, to make weekends exciting for binge watching, the service brings special series of Sada Bahar Geet on every Saturday and Sunday along with a classic movie from the 60's, 70's & 80's era. With ad free 24\*7 service platform, Dish TV aims to bring zest amongst senior citizens by offering shows across genres from devotional and entertainment to financial planning, wellness and philosophical.

Announcing the new service, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited**, said, *"Being the leader in the DTH industry, we aim at providing engaging content for our viewers, irrespective of their age. Therefore, we are excited to offer the 'Ayushman Active' service, which will cater to the viewing needs of the senior citizens. This service will be a one-stop destination of all the content, which will keep our senior viewers entertained, motivated and updated. This service/ addition stands as a witness to Dish TV's continuous drive to cater to all sections of its wide range of viewers."*

**Adarsh Gupta, Director, Dominiche Productions**, said, *"Dominiche was founded with a vision to be the market leader in scalable genres of the future. In keeping with that strategy, our second genre after Astrology is going to cater to exclusive compelling content created with the objective of enhancing the quality of life of Senior Citizens in our country. This category is fast speeding towards being 20 percent of the population of India and growing, with no dedicated content machine catering to it."*

'Ayushman Active' service will be available on channel no. 130 on Dish TV and d2h at a nominal subscription price of Rs.40+ taxes per month post applicable free preview period.

### **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 23.7 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 73 HD channels & services. The Company has a vast distribution network of over 3,750 distributors & around 415,000 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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