



PRESS RELEASE

DISH TV LAUNCHES PUNJABI TADKA PACK FOR JUST INR 85 PER MONTH

- *Standard Definition (SD) packs for Rs. 85, Rs. 177 and Rs. 262 (plus taxes) per month to provide Punjabi, Hindi and English entertainment along with movies and kids channels.*
- *'Ab Punjab Banega HD' with perfect blend of HD and regular entertainment for Rs. 296, Rs. 338 and Rs. 423 (plus taxes) per month covering Punjabi, Hindi, English, Sports, News, Movies etc.*

India/Punjab, June 21 2018: Dish TV India Limited, world's largest single country DTH Company, is set to disrupt the DTH market in Punjab by launching Punjabi Tadka pack at just Rs. 85 (plus taxes) per month on its DishTV platform. This pack will provide complete Punjabi entertainment along with an option to choose power add-ons. These innovative packs are in line with Dish TV India's customer centric approach of '**Dekho Jitna Kharch Karo Utna**' and provide true freedom of choice to the customers.

For Standard Definition (SD), **Punjabi Tadka** is the basic entertainment pack covering popular Punjabi channels in Rs. 85 (plus taxes) and with "Mera Apna Pack" channels at Rs.8.5 (plus taxes), one can easily create his or her own pack. In addition to this, **Premiere Hindi** and **Supreme World** packs will provide complete Punjabi entertainment along with Hindi, English and Kids channels at Rs. 177 and Rs. 262 (plus taxes), respectively.

Dish TV India is also launching enticing HD entertainment with five times better picture quality with **Classic Sports HD** pack at just Rs. 296 (plus taxes) per month. This pack will offer most watched channels including Punjabi, Hindi and Sports. **Premiere World HD** (Classic Sports + English News) and **Supreme World HD** (Premiere World HD + Complete English Ent in HD) packs at Rs. 338 per month and Rs. 423 (plus taxes) per month, respectively, will provide the subscribers with complete English entertainment, movies and news channels.

Sharing insights on these innovative customer offerings, **Mr. Sukhpreet Singh, Corporate Head – Marketing, Dish TV India Limited**, said, "Understanding customer requirement and driving high engagement through our offerings has always been our focus. Punjab is a highly digitized market but the consumers are forced to pay around Rs. 300 per month. We strongly believe that the innovative offerings on our DishTV platform will provide our subscribers with the power to choose their own entertainment options and pay only for what they watch. Dish TV India will continue to work towards customer-centric offerings to drive the highest levels of satisfaction and entertainment."

With the simplified packs, Dish TV India will cater to all segments of television viewers, namely, Standard Definition (SD), High Definition (HD) and Free-to-air (FTA). While the packs will offer unmatched options to choose basic entertainment, complete Punjabi entertainment, Hindi channels, News channels and English Entertainment, Power add-ons like Supreme Kids, Supreme Infotainment, Premiere Sports and Classic Sports, will enable customization of the base packs and fulfil the needs of diverse audience segments.

This step will ensure that the power of choice remains with the customers along with a wide selection of diverse channels providing world-class entertainment at the price of local television connection.

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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