

**PRESS RELEASE**

**DishTV strengthens its Presence in West Bengal Market; Announces Complete Bangla Entertainment along with popular Channels at only INR 219 per month**

- *Launches limited period offers with special combo packs at an unbelievable price to existing customers*
- *On annual recharge, subscribers will get 1 year price protection plus one free service visit*

**Kolkata, September 20, 2019:** In a bid to make the most of the festivities, Dish TV India Limited, the world’s largest single-country DTH Company, today announced line-up of special offers and packages for its existing customers in West Bengal. The new offers by Dish TV seek to extend maximum benefits to the customers.

Catering to the need of the customers, the new packages offered by DishTV have been designed keeping in mind the diverse choice of content across various segments. As part of the offer, **three new attractive combos** in **SD and HD packs** have been introduced starting from INR 219. The new recharge packs include **Family Bangla**; comprising all Bangla channels along with popular Hindi entertainment/Infotainment channels, **Family Cricket combo**; comprising all Bangla channels along with popular entertainment/infotainment channels + India Cricket Service and **Family Metro combo**; comprising all Bangla channels along with popular Hindi & English entertainment & Other infotainment channels.

Speaking on the event, **Mr. Sukhpreet Singh, Corporate Head, Marketing, Dish TV India Ltd.**, said, *“West Bengal has always been a prime market for DishTV and we are committed towards growing our presence and reach in this region. Taking forward our vision of providing robust and enhanced entertainment experience, we are thrilled to announce customizable entertainment packs and offerings for our customers. We have always followed a customer-centric approach when it comes to curating the offers and we are confident that the special festive offerings will further add to the fervor of the festivities for our viewers.”*

DishTV has introduced exciting offers for its existing subscribers who have not recharged since July 31, 2019 or earlier, wherein subscriber will get all Bangla channels along with other popular channels at an unbelievable price of INR 219 per month. Furthermore, there is an option for annual recharge also, which ensures price protection for one year and one free service visit for alignment at the time of re-activation.

**Recharge offers - Bangla combo offers**

| Combo          | Content Details   | Combo Price |
|----------------|---|-------------|
| Family Bangla  | Bouquets of ALL Bangla channels, Zee, Sony, TV18, Discovery & A-la-carte channels of Star and others                              | 219         |
| Family Cricket | Bouquets of ALL Bangla channels, Zee, Sony, TV18, Discovery, Disney, Turner & A-la-carte channels of Star and others              | 299         |
| Family Metro   | Bouquets of ALL Bangla channels, Zee, Sony, TV18, Discovery, Disney, Turner, TVTN, Times & A-la-carte channels of Star and others | 349         |



Additionally, to further encourage the current subscribers, special long-term scheme has been announced, wherein subscriber can avail 1 month extra subscription on payment of 6 months and 2 months extra subscription on payment for 10 months. Also, on recharge of 2 years, customers can enjoy all Bangla channels along with popular entertainment channels at an effective monthly price of INR 219.

This special offer will be available till November 15, 2019 and will ensure that DishTV's customers enjoy the best content without any hassle. For any additional content, subscribers will have to recharge with the additional amount as applicable.

**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)

**For further media queries, please contact:**

Hirdesh Agarwal | Dish TV India Ltd | [hirdesh.agarwal@dishd2h.com](mailto:hirdesh.agarwal@dishd2h.com)

Surbhi Shukla | Dish TV India Ltd | [surbhi.shukla@dishd2h.com](mailto:surbhi.shukla@dishd2h.com)