

PRESS RELEASE

d2h launches 'd2h Cricket Cup' for Cricket Enthusiasts

New Delhi, 07th June 2019: Leveraging the Cricket World Cup fervor, Dish TV India Limited, the world's largest single-country DTH Company, launches '**d2h Cricket Cup**' – **Predict & Win** contest for its d2h customers. The contest is aimed at creating excitement among cricket fans and providing them an opportunity to win exciting prizes during the Cricket World Cup. All new & existing d2h subscribers are eligible for this contest.

This contest offers an opportunity to every participant to win upto 30% cashback on their next recharge for correct prediction. The top 10 quickest predictors for each match will win 1 month of free subscription on daily basis and the top 10 quickest predictors of the tournament will get 1 year free subscription of d2h on the basis of their current subscription.

Additionally, the brand has come out with various ways to engage consumers and draw maximum participation. The users can log in on ONTV App or go to channel number 998 and click on d2h Cricket Cup tab from the remote. On pressing this tab, the users will be directed towards the App or directly towards the screen showcasing missed call number for the teams playing that day. Post which, participants just need to predict the winner by giving a missed call from their registered number. Furthermore, participants can change their prediction multiple times before match starts, the last prediction will be considered for the contest and the participant who predicts correctly for any of the five matches can avail 10% cashback on the next recharge on or before 31st Aug, 2019.

Commenting on the 'd2h Cricket Cup' contest, **Mr. Sugato Banerji, Corporate Head-Marketing, d2h, Dish TV India Ltd**, said, *"The Cricket World Cup fever is at its peak in India and through 'd2h Cricket Cup' we would like to engage our customers to be part of the game and show their cricket skill and knowledge to predict the match winner. With introduction of exciting world cup offer, we have attempted to provide best of cricketainment to all cricket lovers. We are confident that this initiative will add to the ongoing excitement and will be appreciated by d2h subscribes.*

In order to glue all the fans to their TV screens, earlier this year, d2h had announced launch of new acquisition offers '**Value Combo**' for cricket lovers at just INR 1,292 plus taxes for three months.

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

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