

## PRESS RELEASE

### DishTV celebrates Pongal launch new offers in Tamil Nadu

**14<sup>th</sup> Dec'17, New Delhi:** DishTV Asia's largest DTH brand has come up with a fascinating offer for its valued Tamil audience, to capitalize the festive period of Pongal. The most trusted DTH brand introduce **Sirappana Offer** in the state, enriched with **complete Tamil entertainment & Sports at a unbeatable price**. This is a highly differentiated and extremely consumer friendly move. The brand is reinforcing itself as most preferred option in the state of Tamil Nadu.

**The offer comes for both, new customers (on acquisition) and existing customers (on recharge). The offer states as:**

#### **New Acquisition & Recharge offer**

**1. Acquisition offer (New Customers):**

- **Rs.1949\* – 12M Joy Pack + Complete Tamil + Sony Ten 1 + Star Sports 2**

**2. Existing subscribers:**

- **Rs.678\* – 6M Joy Pack + Complete Tamil + Sony Ten 1 + Star Sports 2**
- **Rs.1186\* – 12M Joy Pack + Complete Tamil + Sony Ten 1 + Star Sports 2**

*\*Taxes extra*

#### **Speaking on the initiative Mr. Sukhpreet Singh, Senior vice president, Marketing said:**

“Being a pioneer and market leader Dish TV has always stood up to its promise of providing best of entertainment to its subscribers with an overall of 600+ channels & services. This is a unique offer for all those valued subscribers and also for existing subscribers. With this initiative, Dish TV has given Tamil subscribers another reason to opt for DishTV and avail this offer with the additional merit of regional channels. It will further encourage thousands of people to shift to Dish TV for excellent TV viewing experience. Further regional and sports make the offer more alluring and ensure that the subscribers have complete content experience at remarkable price.”

#### **About Dish TV India Limited:**

Dish TV is Asia Pacific's largest direct-to-home (DTH) Company and part of the Essel Group. Dish TV has on its platform more than 622 channels & services including 39 audio channels and over 66 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 864 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 1,946 distributors & over 291,200 dealers that span across 9,402 towns in the country. Dish TV has thirteen 24\* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the Company, please visit [www.dishtv.in](http://www.dishtv.in)

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