

PRESS RELEASE

DISH TV PLANNING TO EXPAND TAMIL PORTFOLIO WITH ADDITION OF 30 POPULAR TAMIL CHANNELS

SD & HD channels available on new customer acquisitions only

New Delhi, April 18 2018: Dish TV India Limited, world's largest single country DTH brand, is planning to add around 30 popular Tamil channels on its DishTV platform to provide unparalleled entertainment to its customers in Tamil Nadu. Available only on new customer acquisitions, the offering includes both standard definition (SD) and high-definition (HD) channels. This step will ensure a much wider choice of entertainment to the customers by providing popular content in their language of choice.

Speaking on the plan, **Mr. Sukhpreet Singh, Senior Vice President-Marketing, Dish TV India Limited** said, "Understanding customer requirement and driving high engagement through our offerings has always been our focus. With the addition of around 30 most popular Tamil Channels, we aim to add a new dimension in our products and services and hope our customers will enjoy the fabulous content. At Dish TV, we will continue to work towards customer-centric offerings to drive the highest levels of satisfaction and entertainment."

The addition of around 30 popular Tamil channels includes HD channels as well and also provides impetus to company's '**HD for all initiative**' that aims to expand the high-definition television viewing experience of users. The existing Tamil language portfolio on DishTV include leading channels like Sun TV, STAR Vijay, Zee Tamil, KTV and Colors Tamil.

About Dish TV India Limited:

Dish TV is India's biggest and amongst the world's largest (single country) direct-to-home (DTH) Company with a subscriber base of more than 29 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 has on its platform more than 655 channels & services including 40 audio channels and 70 HD channels & services. Dish TV leverages 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. 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 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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