



PRESS RELEASE

Dish TV Partners with Shemaroo to bring laughter therapy on its Videocon d2h platform

Introduces 'Comedy Active' service with 2 months free preview

India, April 27, 2018: To add to the fun and laughter quotient, Dish TV India Limited, the world's largest single-country DTH brand, has introduced the **Comedy Active** service on its Videocon d2h platform. This value-added service is being offered in partnership with Comedywalas, a division of Shemaroo Entertainment Ltd, India's content power house and promises to tickle the funny bone of customers throughout the country.

Comedy Active service is being offered to the subscribers with a free preview of 2 months after which the viewers can continue to enjoy the comedy shows with a nominal subscription price of INR 35 + GST.

With the launch of this new service, viewers will now have access to ad-free, 24x7 laughter-packed, handpicked comedy content which guarantees to deliver top-notch entertainment. Subscribers will get an opportunity to enjoy some of the classic comedy shows, spoofs, gags and stand-up comedy, which will provide light-hearted entertainment for all age groups. Comedy Active will also offer original content, created especially for this service along with some of the most popular comedy shows of all times like, 'Tu Tu Main Main', 'Chamatkar', and 'Ye Jo Hai Zindagi'.

Announcing the new service, **Mr. Anil Dua, Group CEO – Dish TV India Limited** said, "We are thrilled to extend **Comedy Active** service on our Videocon d2h platform after having received a positive response from our viewers on DishTV Platform. With this announcement, Comedy Active service is now available to our entire subscriber base of 29 million. We have always focused on enhancing our product portfolio and value-added services to bring uninterrupted 24x7 entertainment to our viewers. Our partnership with Shemaroo to launch Comedy Active Service on Videocon d2h platform reiterates our commitment to providing unique content and best TV viewing experience for our viewers."

Announcing the new service, a delighted **Mr. Sugato Banerji, Head Marketing, Videocon d2h** said, "We have always focused on delivering the best value proposition to our customers along with novel entertainment initiatives. The launch of **Comedy Active** service on our Videocon d2h platform reiterates our commitment to bring handpicked quality content for our viewers of all age groups. Taking ahead our existing partnership with Shemaroo, we are sure this new offering will add to the fun and laughter amongst our viewers across the country."



Speaking at the launch, **Hiren Gada, Chief Executive Officer - Shemaroo Entertainment Ltd shared**, “We are very excited to launch Comedy Active service with Dish TV India Limited on its Videocon d2h platform. Comedy shows on television are a way for audiences to de-stress from the otherwise hectic life. Comedywalas, is an initiative by Shemaroo to bring together high quality comedy content by curating and creating, rib-tickling programmes. We also use our exceptional programming expertise and associate with stalwarts in comedy to produce some original comic gems. We are sure that this right mix of classic and new comedy shows will be loved by the audience.”

About Dish TV India Limited:

Dish TV India Limited 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 India Limited owns multiple individual brands like Dish TV, Zing and Videocon 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

For further media queries, please contact:

Hirdesh Agarwal | DishTV India Ltd | hirdesh.agarwal@dishd2h.com