

## PRESS RELEASE

### DishTV introduces Cooking Active

**28<sup>th</sup> September'17, New Delhi;** DishTV Asia's largest DTH brand in association with One Take Media Co has launched a new active service- Cooking active. Cooking Active will have classic and innovative recipes catering to meals and snacks and will have both vegetarian and non-vegetarian cuisines. The Chef Special section is powered by celebrity chef Ranveer Brar and the other sections would see handpicked recipes across. Under Smart Cooking, India's best known and most enjoyed culinary dishes, desserts and the signature spicy curries etc. will be on display.

The launch of Cooking active tries to position DishTV as a service which not only provides entertainment but also opportunities to learn. Valued subscribers of DishTV can subscribe to Smart Cooking by sending a missed call to 18002700283 from registered telephone number.

With features like Smart Cooking, DishTV Cooking Active Service will put up classic and state-of-the-art recipes ranging from full course meals to snacks. Under this service, India's best known and most celebrated culinary chefs, preparations, desserts and the signature spicy curries and more will be on showcase. The Chef Special section powered by celebrity Master Chefs- Vicky Ratnani, Ajay Chopra to name a few, will offer unique and authentic recipes and techniques to subscribers and empower them to try their hand at cooking with easily available ingredients in anyone's kitchen. The other sections would also see handpicked recipes across the regions that are sure to tingle one's taste buds.

**Speaking on the launch, Mr. Anil Dua, Group chief Executive Officer, DishTV India** "With the launch of Cooking Active, we are strengthening our proposition of being more than a provider of regular TV Channels. It is our constant endeavor to offer the widest range of content and services to our subscribers. We are pleased to join hands with one take media for launching cooking active on the DishTV platform and we are sure that this service will surely add to their element of delight".

#### **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 2,108 distributors & over 290,180 dealers that span across 9,291 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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