

## PRESS RELEASE

### **DishTV, World's only Media & Entertainment organization to be assessed at CMMI Level 4**

**26th April'17, New Delhi:** DishTV Asia's largest DTH brand has announced that it has become the only Media & Entertainment organization in the world which has been appraised at Level 4 (CMMI-DEV and CMMI-SVC V1.3) of the CMMI institute's Capability Maturity Model Integration (CMMI) ®. This makes DishTV the newest member of a very elite club; the SEI website lists only 15 companies, in India, in last 3 years together who have been certified for Level 4 or 5.

**Speaking on the achievement, Mr. Arun Kumar Kapoor, Chief Executive Officer, DishTV said-** "We are glad to become world's first Media & Entertainment Company to receive CMMI-DEV and CMMI-SVC V1.3 ML4 certification. At DishTV we are committed to delivering products and services of highest quality to our subscribers. With the CMMI LEVEL 4 rating we have demonstrated that we have built an infrastructure in our program that clearly shows our on-going commitment to serving our customers with highest standards of service, quality and exceptional delivery in what we do."

"However we don't intent to rest on our laurels. For us this is an incentive to keep refining and fine tuning our system and processes in our quest to give non-stop entertainment to our valued subscribers." **Added Mr. Kapoor.**

Capability Maturity Model Integration (CMMI) is a Model developed by Carnegie Mellon University, Pittsburgh USA to improve process capability of organizations and benchmark capability of organizations worldwide. The first framework of Capability Maturity Model was established in the year 1987. It helps in improving timely delivery coupled with quality and cost effectiveness. CMMI benchmarking is most prestigious recognition for IT and IT enabled organizations across the world. This framework consists of 5 maturity levels. Maturity Level 4 and 5 are known as high maturity levels and organizations assessed at these levels have a capability to quantitatively predict their delivery and quality performance using historical data based statistical models. These organizations demonstrate capability to accomplish and sustain their business objectives and performance.

DishTV India Limited, IT division has been successfully appraised for combined CMMI-DEV and CMMI-SVC V1.3 ML4 in April 2017. "This continual process improvement journey started couple of years back and with sustained disciplined and committed effort this organizational excellence of "Fast and Flawless" delivery coupled with "Future Readiness" was demonstrated in the rigorous appraisal" **says the leader of the nine member appraisal team, Dr. Vinit Maheshwari of Maverick Quality Advisory Services (Worldwide CMMI Institute Partner).**



**About Dish TV India Limited:** Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate – the 'Zee' Group. Dish TV has on its platform more than 600 channels & services including 30 audio channels and over 60 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 846 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,272 distributors & over 243,740 dealers that span across 9,431 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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