

PRESS RELEASE

DishTV enhances its channel portfolio- Adds 23 channels

Takes total channel count to more than 615 channels and services

27th March'17, New Delhi: While continuing the legacy to provide the best entertainment platform to its subscribers, Dish TV, Asia's largest DTH brand has extended its collection by adding 23 new channels to its portfolio. This includes 9 High definition channels and 14 Standard definition channels, making the total count of channels and services to more than 615.

High definition technology has taken the country by storm. Not only the urbans but the rural hinterlands of the country has started adopting high definition. DishTV has taken the initiative to take HD to masses with the introduction of lowest entry pack and now with the addition of these 9 channels, the promise of widest range of HD channels continues. And with these additions, the company's HD portfolio becomes stronger with a total of 68 HD channels on its platform. The list of channels are as follows-

S.No.	HD Channels	LCN
1	Maa HD	1605
2	Asianet HD	1901
3	Star Gold Select HD	381
4	Star Jalsha HD	1403
5	Jalsha Movies HD	1430
6	Star Pravah HD	1205
7	Star Sports Select HD2	646
8	Cineplex HD	383
9	BBC Earth HD	828

Adding further to the offerings, DishTV has accumulated 14 Standard definition channels to its gamut of channels and services. Having already built a strong connection with the regional audience through their eclectic range of regional channels, the addition of 14 more new regional standard definition channels exemplify DishTV's commitment to cater to a wide range of viewers across all regions. The list of the respective channels are as follows-

S.No.	SD Channels	LCN
1	Jonack TV	1511
2	Tollywood	1645
3	Andy Haryana	725
4	R Plus	1485
5	ETV News Haryana	721
6	Sangeet Bhojpuri	1573
7	Channel WIN	209
8	Jinvani	1105
9	BTV	1778
10	Chintu TV	1031
11	ETV Life	1617

12	Khushi TV	1021
13	News 18 Assam	1533
14	IBC24	719

In addition, to make HD more affordable and to get the most viewed HD channels at Rs.86 + taxes per month, DishTV has introduced HD Ala-carte (small HD entertainment add on packs) to capture the interest of consumers towards HD viewing by offering them more HD content and mix of genre at a nominal price of Rs.86+ taxes per month. This offering enables DishTV subscribers to select these ala-carte as per their preferences and needs. With this, DishTV made entry to HD very easy and simple with two-step process - select any base pack and add any of the HD ala-carte worth Rs.86 + taxes per month.

Commenting on these additions Mr. Arun Kapoor, Chief executive officer, DishTV India said- “TV viewing in India has undergone a sea change over the years. From the days when people had a handful of channels, today, we live in an era where people are spoilt for choices. We at DishTV have always been at the forefront in enhancing TV viewing experience and exploring opportunities to bring wholesome entertainment to the audience. With a sharp focus on regional language content, the move aims at connecting strongly with the regional language subscribers. Addition of these 23 channels will not only strengthen our presence in the HD and SD space but will also diversify our offerings.”

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 615 channels & services including 30 audio channels and over 68 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

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