

## PRESS RELEASE

### DishTV adds “DSports” sports channel; offers maximum sports channels

~Adds Discovery’s ‘DSports’ to its bouquet of sports channels~

~Offer Maximum 13 sports channel~

**13<sup>th</sup> February’17, New Delhi:** DishTV, Asia’s largest DTH service provider; in its move to diversify presence in the DTH market, has added the newly launched sports channel ‘DSports’ from the house of Discovery Communications. With this addition, DishTV now offers a total of 13 sports channels in Standard Definition, the highest to be offered by any DTH service provide.

The all new premium sports channel in India, ‘DSports’ aims to redefine sports engagement and provide viewers an unmatched ‘live’ sporting action from across the globe, through its dynamic coverage of sporting events. The channel will broadcast football from Brazilian League, Chinese Super League, Portuguese League, and Major League Soccer (USA); golf from British Open, US Open, PGA Championship and LPGA; NASCAR motor racing, and six Nations Rugby along with UK and Irish horse racing events.

**On diversifying DishTV’s sports portfolio, Mr. Arun Kapoor, Chief Executive Officer, DishTV India said,** “Being a pioneer and the market leader, DishTV has always stood up to the promise of providing uninterrupted and unlimited entertainment to the subscribers. By adding ‘DSports’ we intend to align India’s sports culture with international sporting events, and offer global exposure to our subscribers. We are delighted with this addition and will continue to enrich our portfolio for the viewers.”

‘Dpsports’ offers a rich catalogue that covers 4000+ hours of ‘live’ content every year. The channel is available on DishTV platform on LCN 654. As a promotional offer, the channel is free to preview for DishTV subscribers for a limited period.

To find out more about DISH TV, log on to [www.dishtv.in](http://www.dishtv.in)

**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 centers 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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