

## PRESS RELEASE

### **Brand D2H brings a new perspective, introduces 'Alag Hi View' campaign for the festive season**

*Announces 100 percent special cashback offer on new Standard Definition and High Definition connections*

**New Delhi, November 05, 2018:** Dish TV India Limited, the world's largest single-country DTH Company, launched a new brand campaign for its D2H brand titled '**Alag Hi View**' for the forthcoming festive season. The campaign aims to highlight the younger, innovative avatar of D2H brand, bringing out its technologically advanced offerings & customer centric solutions. With this campaign, D2H is providing variety of offers to customers for the upcoming festive season. Now, new customers can opt for Standard Definition and High-Definition connections with **100 percent special cashback offer** that includes a set top box along with a popular recharge pack, starting at just Rs 2100 for SD connection, Rs. 2500 for D2H HD connection and **Rs 2600 for HD with RF Remote** connections. With the cashback offer, customers can redeem the full offer amount from their D2H payment account for up to 12 months.

The core idea of the TVC is that technology isn't just simplifying life of our core customer base of young people, it is making them more aware, opening up their minds, and it helped them have a very different point of view. This is the core insight around which the brand platform was built. It captures the mind-set of this audience and the brand's philosophy in one evocative line - '**Alag Hi View Hai!**'

The current TVC highlights how D2H offers something different and how that enables the consumer to have a different point of view either in life or when it comes to watching television. The campaign brings alive the different product / service offerings D2H has in a youthful, vibrant way.

The new campaign '**Alag Hi View**' highlights the unique offerings of D2H brand for this festive season. The TVC '**Alag Hi View**' has a montage of situations with Diwali festival as the backdrop and showcases D2H bringing families and friends together with D2H's varied offerings. The product window includes D2H's technologically advanced products such as **Smart Remote Mobile App, Radio Frequency Remote and HD STBs.**

Commenting on the new D2H campaign, **Mr. Anil Dua, Group CEO – Dish TV India Limited** said, "*Our D2H brand believes in giving our customers technological advanced solutions to enhance their TV viewing experience. Through this new campaign 'Alag Hi View', we would like to highlight the unique customer experience and technological solutions offered by D2H platform in India. D2H is transforming the way we watch television, with its advanced **Smart Remote Mobile App, RF Remote, HD STBs** and now taking forward our vision of providing customers with a robust and enhanced television viewing experience. Adding to its unique technology solutions is a unique cashback offer this Diwali, with which we wish to light our customer's TV viewing experience this Diwali.*"

Speaking on the new campaign, **Mr. Sugato Banerji, Corporate Head – Marketing, D2H** brand said, *“The hero of the new D2H campaign is our very different Diwali offer. In the process we are also positioning D2H a technology driven brand for the younger tech savvy generation. Today’s gen X is about having a perspective, a view and an opinion. This campaign celebrates this spirit.”*

Speaking on the new campaign, **Mr. Arko Bose, Group Creative Director, Mullen Lintas Lowe Group** - said, *“‘Alag hi view’ mirrors the thought process of the youth today. They have different perspectives and different ways of doing things, meandering away from the traditional approaches. With television viewing evolving itself in distinct ways using the plank of technology, we feel that the campaign finds a sweet spot in balancing youth-speak and brand philosophy.”*

This latest campaign has been conceptualized by Mullen Lintas Lowe Group and is now live across India.

**Watch the TVC here:**

[Link](#)

**Campaign summary:**

**Campaign elements:**

**Client:** Dish TV India Limited

**Creative Agency:** Mullen Lintas Lowe Group

**Creative team:**

Arko Bose, Group Creative Director

Sajid Khan, Unit Creative Director

Rabiya Shaikh, Creative

Aditya Sobti, Creative Trainee

Amit Hoyani, Creative Director

**Account management:** Kaushik Ghosh, Vice President

**Planning:**

S Subramanyeswar, Chief Strategy Officer

Sundernarayan, AVP

**Director:** Keyur Shah

**Producer:** Mushtaq Nadiadwala

**Executive Producer:** Bhumi Makwana

**Production House:** Studio One

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**About Dish TV India Limited:**

Dish TV India Limited is India’s largest direct-to-home (DTH) Company with a subscriber base of more than 23.5 million. Dish TV India Limited owns multiple individual brands like Dish TV, Zing and D2H under its umbrella. The company benefits from multiple satellite platforms including NSS-6, SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1350 MHz, the largest held by any DTH player in the country. Dish TV

India Limited has on its platform more than 709 channels & services including 31 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](http://www.dishtv.in).

For further media queries, please contact:

Hirdesh Agarwal | Dish TV India Ltd | [hirdesh.agarwal@dishD2H.com](mailto:hirdesh.agarwal@dishD2H.com)