

PRESS RELEASE

Dish TV to significantly upgrade its infrastructure to enhance viewing experience for its customers

- *Dish TV India Limited to further upgrade its headend infrastructure for direct-to-home operations of both its brands-DishTV and D2H*
- *Deploys AVP 4000 platform, which is a state-of-the-art infrastructure, to enhance the viewing experience of its 23.5 million DishTV and D2H subscribers in India*
- *Company to deliver enhanced bandwidth efficiencies and picture quality, unlocking the potential to meet consumer demand for access to the highest quality media content*

New Delhi, December 19, 2018: **Dish TV India Limited**, the world's largest single-country DTH Company, in partnership with MediaKind strengthens its infrastructure capabilities to enhance the customer TV viewing experience in India. Dish TV has upgraded and expanded its entire DTH platform to MediaKind's AVP 4000 video processing platform to deliver enhanced, next-generation immersive experience to its 23.5 million subscribers in the country. The new platform will also assist in delivering cost efficiencies through better bandwidth utilization.

With this, DishTV will operate MediaKind's award-winning compression headend technology, which will enable the company to evolve and adapt to both traditional broadcast and multiscreen service delivery from a single platform. The platform, which includes MediaKind's AVP 4000 System Encoder, allows DishTV to serve satellite operations for both of its brands and caters to the evolving needs of its subscribers.

Commenting on the announcement, **Mr. Anil Dua, Group CEO, DishTV India Limited, said**, "As the leading DTH provider in India, we are always looking for new ways to deliver high quality viewing experience to our millions of customers. We are delighted to strengthen our longstanding partnership with MediaKind and leverage its compression technology heritage which extends more than 25 years. Through the deployment of MediaKind's AVP technology, we can provide the highest video quality for our consumers alongside greater bandwidth efficiencies, thus enabling us to cost-effectively deliver the next-generation services to our subscribers."

Speaking on this, **Mr. Angel Ruiz, CEO, MediaKind, said**, "The media landscape is constantly shifting and service providers need to continually adapt to deliver the highest quality media experiences for consumers. At the same time, the increased competition from pure-play online providers means it's necessary to do this as cost-effectively as possible. We are delighted to extend our relationship with DishTV and to continue evolving its service offering in one of the world's largest video markets. Through the deployment of our state-of-the-art AVP 4000 system, DishTV will benefit from significant cost efficiencies and have the opportunity to launch new and highly compelling viewing experiences."

This latest deployment will enhance DishTV's operational efficiency by unifying the control and management of its two headends in an orchestrated manner. This will also allow DishTV to increase its satellite bandwidth efficiency and deliver superior picture quality to its subscribers, thus fulfilling the rising consumer demand for high quality media content choice.

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

For further media queries, please contact:

Hirdesh Agarwal | Dish TV India Ltd | hirdesh.agarwal@dishd2h.com
Surbhi Shukla | Dish TV India Ltd | surbhi.shukla@dishd2h.com