

## PRESS RELEASE

### **Dish TV's innovative mobile & AR/VR campaign wins 4 awards at MOBEXX Awards 2018**

**New Delhi, December 21, 2018:** Dish TV India Limited, the world's largest single-country DTH Company, has bagged four awards at the prestigious MOBEXX 2018- The Mobile Media Summit. Dish TV won the awards for innovative use of technology in the form of 'Augmented Reality' within the space of mobile marketing and advertising for its campaign. The campaign took place across rural markets of North India and generated overwhelming response and excitements among consumers at large. **Affle India**- DishTV's partner agency for driving innovations through mobile marketing, created the campaign.

Dish TV is the first in the industry to use such technology to connect with rural masses. Dish TV has won Gold for Mobile advertising excellence in an AR / VR campaign and Most Innovative Mobile campaign of the year, Silver for Mobile advertising excellence in a sales promotion campaign, and Bronze for Mobile advertising excellence in an integrated campaign.

**Commenting on the win Mr. Sukhpreet Singh, Corporate Head- Marketing, DishTV said,** “*Dish TV has always been at the forefront of innovations and unique initiatives for better brand experience and outreach. A first of its kind, the campaign leveraged AR/VR technology to connect with the masses. The awards are a recognition of DishTV's innovative thinking and creativity of the team which helped the brand to stand out. We take pride in our association with Affle who helped conceptualise & execute the campaigns.*”

The prestigious MOBEXX Awards is organized by Adgully and honors excellence in Mobile Marketing & Advertising. The award ceremony took place on 12<sup>th</sup> December 2018 at the Taj Santacruz, Mumbai.

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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)  
Surbhi Shukla | Dish TV India Ltd | [surbhi.shukla@dishd2h.com](mailto:surbhi.shukla@dishd2h.com)