



## Dish TV partners with Zoya Akhtar's 'Gully Boy' to promote freedom of choice

**New Delhi, February 13, 2019:** Dish TV India Limited, the world's largest single-country DTH Company has entered into an in-film marketing association with Tiger Baby & Excel Entertainment's forthcoming movie 'Gully Boy', starring Dish TV brand ambassador Ranveer Singh. Through Gully Boy, Dish TV is reiterating its commitment of giving its subscribers complete freedom of choice.

Ahead of the release, DishTV has created a co-branded promo TVC featuring Ranveer Singh and Alia Bhatt. In the TVC, both the actors are seen talking about DishTV's Mera Apna Pack that allows subscribers to pick and choose channels of their choice. To further engage its customers, DishTV has also launched a Special Recharge Contest on its [website](#). The highest online recharger of the day will stand a chance to win couple tickets to the movie and one lucky couple will get a chance to meet the movie star cast.

Commenting on the partnership, **Mr. Sukhpreet Singh, Corporate Head- Marketing, DishTV** said, *"We are excited to be associated with 'Gully Boy' which is inspired by a real life story of a street rapper who wishes to follow his own path. This is the same belief for us at DishTV as we have truly empowered our subscribers to choose their own entertainment. Furthermore, who better to embody freedom and energy than our very own brand ambassador Ranveer Singh who is the lead actor of the movie."*

### **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 23.6 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 9,415 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)

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