

PRESS RELEASE

d2h launches new brand campaign TVC, promotes its customized offerings

Created by Lowe Lintas, d2h's new TVC targets Hindi speaking audiences and cricket lovers

New Delhi, 29 April 2019: Dish TV India Limited, the world's largest single-country DTH Company, has launched a new TVC for its d2h brand targeted at rural audiences. Many customers are missing out on their favorite entertainment programs as popular Hindi channels are no longer available on the free DTH platform. The new brand campaign is targeted at the rural and semi urban markets consumers in the Hindi heartland who were earlier enjoying popular entertainment free to air channels. The TVC highlights the discomfort caused due to withdrawal of these channels from the free DTH platform and its impact on a regular family through the eyes of a mischievous kid.

With this campaign, d2h has launched the Introductory '**Value Combo offer with India Cricket**', an affordable new acquisition offer which is designed to acquire customers from rural & semi urban markets offering popular entertainment channels that were earlier free to air. The new acquisition offer is available at two price points, INR 1292 and INR 2033, (both excluding GST) for 3 months and 12 months respectively, including a standard definition set top box and installation. This includes **India Cricket** which is an advance request based add-on service, which telecasts all the three formats (ODI, T20 and Test matches) of Indian men's cricket team matches.

Commenting on the d2h brand's value proposition, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited** said, *"Many customers in tier-3 and tier-4 markets are currently missing out on entertainment and we are here to address their needs. To benefit these customers, we are delighted to announce attractive and innovative offerings on our d2h brand. Our new customer awareness TV campaign also underscores the continuous investment being made in the d2h brand."*

Speaking on the new offer and brand campaign, **Mr. Sugato Banerji, Corporate Head – Marketing, d2h brand** said, *"Our new campaign is aimed at the rural Hindi speaking market. Entertainment consumption is growing in rural areas and watching television for entertainment has become an important part of their lives. The objective of this TV campaign is to create awareness amongst them, supported with extensive trade engagement and on-ground activation. The TV campaign also aims to attract existing inactive d2h customers to reactivate."*

New Acquisition Offer details

| Pack | Price (Excluding GST) | Offer period |
|--|-----------------------|--------------|
| Value Combo + d2h India Cricket Hindi SD add on | 1292 | 3 months |
| Value Combo + d2h India Cricket Hindi SD add on | 2033 | 12 months |
| <p align="center"><i>Includes prominent Hindi entertainment channels (Zee Bollywood, Zee Anmol Cinema, Sony Wah, Movies OK, Star Utsav Movies, Zee Anmol, &TV, Colors Rishtey, Sony Pal, Star Utsav, Zee Action, & pictures, Sony Max2, Big Magic) + 1 Sports Add-on (India Cricket Add-on) + FTA including DD Channels</i></p> | | |



Monthly recharge Offer details

| Pack | Price (Excluding GST) | Offer period |
|--|-----------------------|--------------|
| Value Combo recharge plan + d2h India Cricket Hindi SD add on | 779 | 6 months |
| Value Combo recharge plan + d2h India Cricket Hindi SD add on | 1287 | 12 months |
| <i>Includes prominent Hindi entertainment channels (Zee Bollywood, Zee Anmol Cinema, Sony Wah, Movies OK, Star Utsav Movies, Zee Anmol, &TV, Colors Rishtey, Sony Pal, Star Utsav, Zee Action, & pictures, Sony Max2, Big Magic) + 1 Sports Add-on (India Cricket Add-on) + FTA including DD Channels</i> | | |

To activate India cricket new service d2h customers can give a missed call to raise an advance request from their registered mobile number on 18003150002.

To view the TVC, click https://youtu.be/QILDDbNkd_0

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

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