

## Dish TV launches 'Dishkiyaon Cup' for Cricket Fans

- *First of its kind contest in the history of DTH; Winner Batao Winner Ban Jao*
- *Predict winners for each match and win assured cashback upto 30%*
- *Grand prize of free one year recharge*

**New Delhi, 4th June 2019:** In continuation of its efforts to provide quality and engaging content to subscribers, **Dish TV India Limited** launches '**Dishkiyaon Cup**' – **Winner Batao, Winner Ban Jao** contest to leverage the World Cup fever. The contest aims to reach out to all cricket enthusiasts and provide them an opportunity to win exciting prizes. All new & existing DishTV & ZING subscribers are eligible for this contest.

The Dishkiyaon Cup contest offers an opportunity for every participant to win upto 30% cashback on their next recharge for correct predictions. The top 10 quickest predictors for each match will win 1 month of free subscription on daily basis and the top 10 quickest predictors of the tournament will get 1 year free subscription of DishTV on the basis of their current subscription.

Additionally, the brand has come out with various ways to entice consumers and engage maximum participation. The users can participate by submitting their predictions via red button on the remote, buzz channel, web or Dish TV app. Each cricket team would be assigned a missed call number for each match day, post which participants just need to predict the winner by giving a missed call from their registered number. Furthermore, participants can change their prediction multiple times before match starts, the last prediction will be considered for the contest.

Commenting on the Dishkiyaon Cup contest, **Mr. Sukhpreet Singh, Corporate Head, Marketing, Dish TV India Ltd**, said, *"The growing interest in the Cricket World Cup has been a key trigger for brands to engage with consumers and enable them to show their support for the game. It is a grand carnival that brings millions of fans together from across the country. We, at Dish TV, always look at ways to enhance the viewing experience and to bring alive exciting moments for our audience. With launch of Dishkiyaon cup, our customers can be part of the Cricket World Cup in a unique way and also be winners themselves with assured prizes."*

In order to glue all the fans to their TV screens, earlier this year, DishTV had announced launch of new acquisition offers '**Bharat Cricket Combo**' for cricket lovers at just INR 1,270 plus taxes for three months. Additionally, participants who correctly predict for five matches will get a 10% cashback on next recharge on or before 15<sup>th</sup> Aug, 2019.

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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 23.7 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 SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1332 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 701 channels & services including 31 audio channels and 73 HD channels & services. The Company has a vast distribution network of over 3,750 distributors & around



415,000 dealers that span across 9,400 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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