



PRESS RELEASE

Dish TV India to launch hybrid set-top box with Amazon Prime Video

~ Dish TV and d2h customers to have access to pre-loaded Amazon Prime Video app on its upcoming hybrid set-top box ~

~ Prime offers incredible value with unlimited streaming of the latest and exclusive movies, TV shows, stand-up comedy, Amazon Originals, ad-free music listening through Amazon Prime Music, free fast delivery on India's largest selection of products, early access to top deals, unlimited reading with Prime Reading, all available only for ₹129 a month ~

Noida, 7th October 2019: Dish TV India Limited, the world's largest single-country Direct-To-Home company, today announced that it has collaborated with **Amazon Prime Video** to offer Prime Video app to its Dish TV and d2h subscribers on its **soon-to-be-launched hybrid set-top box**. Through this deal, Dish TV and d2h subscribers will be able to seamlessly access Amazon Prime Video app on their TV and enjoy Amazon's latest and exclusive blockbuster Hollywood, Bollywood and Indian regional movies, top TV shows, stand-up comedies, kids programs, including critically-acclaimed Indian and global Amazon Originals, with a single device.

With launch of Hybrid set-top box, DishTV India intends to bring together linear programming and online streaming content together in a seamless fashion. Transforming the TV viewing experience, the association is aimed at providing hassle-free experience to its customers with easy access to vast content options and high quality entertainment from Prime Video.

Speaking about the association, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited** said, "We, at Dish TV, always work on offering innovative entertainment solutions and superlative experience to customers and the association with Amazon Prime Video is a step in the same direction. We are delighted to have Amazon Prime Video on board with us to offer its premium content on both our Dish TV and d2h platforms with our hybrid set-top boxes that are going to be launched soon."

Gaurav Gandhi, Director and Country GM, Amazon Prime Video India, said, "At Amazon Prime Video, we constantly strive to offer customers, the best-in-class entertainment across genres and languages, that can be consumed anytime, anywhere and on a screen of their choice. Towards this effort, we are delighted to announce our association with Dish TV for their upcoming hybrid set-top boxes. With this launch, we will further extend the reach and access of Amazon Prime Video in India, giving more customers the experience of watching our wide selection of critically acclaimed and popular Amazon Originals, blockbuster movies across languages and Indian as well as international shows, on their Television sets.



In past, Dish TV India Limited had also introduced SMRT Stick and Magic Stick, allowing users to stream content from OTT services through Dish TV as well as d2h set-top boxes respectively. Additionally, focusing on premium short format content, the company forayed into OTT space earlier this year by launching its own OTT platform, 'Watcho'. With this DishTV takes another step towards providing entertainment across linear and online sources on any screen for customers across all segments. There are more connected devices and innovations lined up for launch very soon

Amazon Prime Video has the largest selection of latest & exclusive movies including *Gully Boy*, *Bharat*, *Kalank*, *Manikarnika*, *Thugs of Hindostan*, *Padmavat*, *Raazi*, Indian language titles including *Maharshi*, *Evaru*, *NGK*, *D/O Parvathamma*, *Umbili*, *Chandigarh Amristar Chandigarh*, *NGK*, *Chandigarh Amristar Chandigarh* and TV shows, stand-up comedy, biggest Indian and Hollywood films, US TV series, most popular Indian & international kids' shows, and critically acclaimed Amazon Originals including *The Family Man*, *Made In Heaven*, *Mirzapur*, *Comicstaan*, *Inside Edge*, global Originals like *The Boys*, *Good Omens*, *Tom Clancy's Jack Ryan*, *The Marvelous Mrs. Maisel*, all available, ad-free, with a world-class customer experience. The service includes titles available in Hindi, Marathi, Tamil, Malayalam, Gujarati, Telugu, Kannada, Punjabi and Bengali.

To watch the newest releases in Hollywood & Bollywood, the latest US TV shows, kids' favorite toons, and Amazon Originals, please visit www.PrimeVideo.com or download the Amazon Prime Video app today and sign-up for a Prime membership only at ₹999 annually or ₹129 monthly.

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 23.9 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 71 HD channels & services. The Company has a vast distribution network of over 3,700 distributors & around 409,000 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

For further media queries, please contact:

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