

Dish TV India launches an entire new range of 'Smart Connected Devices'

- *Introduces Android based Set Top Box and first ever 'Alexa Built in' smart kits for DishTV platform*
- *The 'Dish SMRT Hub' Hybrid HD Set Top Box comes with AndroidTV™ 9.0, and support for Dolby Audio for superior sound clarity*
- *DishTV is the first DTH provider in India with an Alexa Built-in device (Dish SMRT Kit) which transforms DishTV STB into an Alexa enabled connected STB. It enables content discovery, access to thousands of Alexa Skills and smart home controls through voice commands along with access to popular OTT apps*

India, October 11, 2019: Strengthening its technology product portfolio, Dish TV India Ltd., world's largest single-country DTH Company, today launched a complete range of smart devices, an internet enabled Android based HD Set Top Box and Voice enabled Alexa Built-in smart kit.

Eliminating the hassle of switching between linear TV and OTT apps, the latest offerings from Dish TV India effectively aim to combine the two through a single entertainment device. This new technologically advanced offering - an internet enabled Android based HD Set Top Box '**Dish SMRT Hub**' is available at a price of INR 3999 for new subscribers & INR 2499 for existing subscribers.

Dish SMRT Hub is Android HD set top box which runs on Android TV operating system by Google. The devices are using Android TV™ 9.0 and have been designed to deliver best in class picture quality and sound to the viewers. It will also offer access to the Google Play Store and Google Assistant allowing the users to download and stream content from all popular OTT platforms. The new offerings from Dish TV India will support all popular OTT platforms like Watcho, Amazon Prime Video, Zee5, Voot, ALTBalaji and YouTube etc.

With built-in Google Assistant & Chromecast and superior Dolby audio, the Android HD set top box extends the ultimate cinematic experience to viewers in the comfort of their homes. A user can stream content from any device directly to the TV screen without any lag. Now Users can download thousands of apps and Play games right on their TV without needing an additional gaming console. Adding to the seamless experience, the Dish SMRT Hub further allow users to operate and control the device using simple voice commands. Available with native support for video content OTT platforms, the Integrated Google assistant converts this box into a smart home hub, enabling the users to control their smart homes with a single remote.

The Android based set top box will work on any television and support OTT platforms Watcho, ZEE5, Amazon Prime Video, Voot, ALTBalaji and YouTube to name a few.

Dish SMRT Kit - the voice enabled kit with a dongle and remote powered by Amazon Alexa are priced at INR 1199 and available for existing DishTV subscribers. This allows subscribers to access popular OTT Apps and thousands of Alexa skills on their existing set top boxes.

The Dish SMRT Kit with Alexa-powered remote control will help users seamlessly bridge the gap between real-time TV content and best of engaging content available online. The super affordable Dish SMRT Kit comprising Wi-Fi dongle, a Bluetooth and a sleek looking Alexa-enabled remote control, provides access to thousands of Alexa skills. These skills will help users to use voice as an intuitive and preferred mode of

interaction on their set top boxes to book cabs, get latest news, information & recipes, set reminders for their favorite programs, get recommendations on trending programs, access their account details, register 'call me' request, discover movies, sports & music and also control smart home devices just through voice commands. To get started, customers will need to set up the smart kits with their Amazon account. Once set up, customers can simply say - 'Alexa, tell me the news', 'Alexa, what's the cricket score?' OR 'Alexa, play latest Bollywood songs', to enjoy a voice-controlled experience.

Further, DishTV has tied-up with HANDAN, who is manufacturing partner for DishTV, worked extensively on this project to bring in voice functionality in DishTV STB's.

Commenting on the launch of these new products, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited**, said, *"We are delighted to launch the most advanced Android powered Set Top Box and the Alexa Built-in smart kit for DishTV customers and this is a significant milestone for Dish TV India. The Dish SMRT Hub is a customized device which allows users to have uninterrupted video streaming and access to TV content. It is capable of delivering superior viewing experience owing to its immersive features like in-built Google Assistant, Chromecast and myriad other smart features. The Dish SMRT Kit is a big add-on to our current STB's and with this our customers can enjoy the ease of using voice commands for accessing information through Alexa for all their needs. With these launches DishTV is making a strong statement of providing best-in-class technology and experience to its customers."*

Recently, Dish TV India Limited had also introduced SMRT Stick, allowing users to stream content from OTT services through Dish TV set top box. 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.

Product Launch Teasers | YouTube Links:

Dish SMRT Hub - https://www.youtube.com/watch?v=w7_rheR6l4c&feature=youtu.be

Dish SMRT Kit - <https://www.youtube.com/watch?v=1oHBpCOXFlo>

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

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