

## DishTV's OTT app Watcho arrives on Amazon Fire TV

**New Delhi, 22nd October, 2019:** With an aim to offer engaging and differentiated content catering to young audiences across the country, **Dish TV India Ltd**, world's largest single-country DTH Company, has expanded distribution of its OTT app Watcho to Amazon Fire TV Stick. Effective immediately, Amazon Fire TV Stick customers can access Watcho app to discover original web shows, short films, more than 100 Live TV channels and various other regional shows and movies.

Watcho provides access to a large VOD content library of originals, movies and popular shows along with linear TV service. It is also the first OTT service to feature user generated content allowing users to create and upload their own content to Watcho. The flexible service was designed to address the large base of over 23 million subscribers of DishTV and d2h and is also open to new users.

Commenting on the association, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited**, said, *"We are excited to bring Watcho to the wide audience base on Amazon Fire TV Stick. Watcho, since launch has received a good reception and there has been demand to host it across platforms. The OTT market is continuously evolving and the consumption is growing on TV and mobile. We are confident that users will be delighted with the seamless experience of watching new-age and bite-sized video content of Watcho on the Amazon Fire TV Stick."*

Watcho offers 1000+ hours of library content including movies and short films and can now be installed directly from the Amazon App Store. At present it has around 20 original shows in Hindi, Telugu and Kannada. As an introductory offer, the service is available free of cost. Additionally, the Watcho app is also available for download on Google Play Store, App store and users can also access the same on website ([www.watcho.com](http://www.watcho.com)).

### **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](http://www.dishtv.in)

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