



PRESS RELEASE

**DishTV, d2h and WATCHO call for budding creators with
#DishAudition & #Alaghitalent**

~Winners get exclusive chance to get featured on Watcho App~

New Delhi, 23rd December 2019: Celebrating the spirit of entertainment, Dish TV India Limited, is elated to launch the 2.0 version of #DishAudition and #Alaghitalent; an endeavour to enable content creators to showcase their talent. Having opened up a world of opportunities for young talent across the country, this latest season gives them chance to showcase their acting, singing and dancing skills and emerge as superstars of tomorrow.

But what makes this season different is its collaboration with the all-new OTT App WATCHO. This time around, #DishAudition & #Alaghitalent celebrates its winners by featuring them on the Watcho App and giving them a platform to become stars. In addition, there will be prizes and gratifications for the shortlisted artists as well. In order to participate, users need to create and upload their videos and display their talent using #DishAudition & #Alaghitalent on their social media profiles across platforms. In keeping with the content on the Watcho app, this month’s theme is ‘Bollywood’; giving creators a huge canvas to pick from.

Commenting on the initiative, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Ltd**, said, “We are excited to bring back the second season of #DishAudition & #Alaghitalent for our audience that enables young talent to leverage their artistic skills and build an extraordinary future in the field of entertainment. Watcho being known for short format entertainment content resonates with our idea of creating a platform for the young creators to become tomorrow’s stars. We, at Dish TV India Ltd, aim to empower the upcoming generations with self-confidence and recognition, opening the doors to new opportunities for them.”

Garnering thousands of Instagram followers and over 1000+ participants, the last edition has wowed the audience and created a stronger connect with them. Dish TV India is confident that this new season will reach an even wider audience and help Watcho to build an impressive content repertoire.

To be eligible for participation, the contestant should follow all the social pages of DishTV & d2h both.

	Facebook page	Instagram page	Twitter page
DishTV	Dish TV India Facebook	Dishtv.India	DishTV_India
d2h	d2h facebook	d2h_official	officiald2h_twitter

About Dish TV India Limited:

Dish TV India Limited is India’s leading direct-to-home (DTH) Company with a subscriber base of more than 23.94 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 1278 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 700 channels & services including 31 audio channels and 71 HD channels & services. The Company has a vast distribution network of over 3,600 distributors & around 399,000 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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