

## PRESS RELEASE

### **Double delight for d2h, bags two awards at The Customer Fest Show 2020**

- **'Loyalty Ki Royalty'** wins Best Integrated Media Campaign for customer engagement
- **'You Promise We Resume'** received award for Best Use of Insights to Enhance Customer Experience

**New Delhi, 24<sup>th</sup> February, 2020** – Dish TV India Ltd, India's leading DTH Company, recently bagged two prestigious awards for its d2h brand at 13th edition of **'The Customer Fest Show 2020'**. Held in a glittering ceremony at Taj Lands End, Mumbai, the company won two awards under the category **'Best Integrated Media Campaign'** and **'Best use of Insights to Enhance Customer Experience'** for its immensely popular campaigns **'loyalty Ki Royalty'** and **'You Promise We Resume'** respectively.

With an aim to build long-term relationships with existing customer base, d2h kicked off its campaign **'Loyalty Ki Royalty'** offer for all subscribers last year. Bringing alive the thought of **'loyalty pays'**, the offer gave its subscribers a chance to avail extra two months validity on recharge of 10 months. In return, this worked as a magic and the company witnessed a spike of 22% long term recharges post the campaign. Furthermore, the campaign was executed and amplified through all mediums like TV, on-ground, SMS etc.

**'You Promise, We Resume'** campaign was built on the fact that d2h understands that customer may have forgotten or missed recharging their d2h account for genuine reasons on the due date. In order to ensure uninterrupted TV viewing experience even after due date of recharge, d2h offered its customer a three-day credit window at just INR 10 per month by sending just one text message.

Commenting on the win, **Mr. Sugato Banerji, Corporate Head-Marketing, d2h, Dish TV India Ltd.** said, "These awards are a testimony to the sterling customer-centric work we are doing to grow our base and this is a result of dedication and perseverance of the team in finding the most appropriate consumer insight through painstaking and rigorous data analytics. Both these awards will further motivate us to strive towards using consumer insight-driven innovation to improve the retention and strengthen the connect of customers towards our brand."

These two awards reinforce the fact that d2h has always been at the forefront of providing simple innovative solutions based on a deep understanding of its customer base. The Customer Fest Show is one of the oldest platforms in India that focuses on the entire customer journey and all the elements that go into making this journey successful. The FEST focuses on customer loyalty, experience, data, technologies & people who go into making this entire journey successful.

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#### **About Dish TV India Limited:**

Dish TV India Limited is India's leading direct-to-home (DTH) Company and 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 3,700 distributors & around 400,000 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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