

PRESS RELEASE

D2H launches DIA, an AI-enabled chatbot for customer service

~DIA- 'D2H Intelligent Assistant' to enhance the customer service experience for its subscribers~

May 27, 2020: D2H (previously known as Videocon D2H), a DTH brand of Dish TV India Limited, India's leading DTH Company has launched the 'D2H Intelligent Assistant' (DIA), chatbot using the latest AI technology, for its customers. D2H Intelligent Assistant (DIA) is a one-stop solution platform for customers to solve their service queries through an automated assistant in real-time. For seamlessly handling customer problems and issues, a conversation mode approach in a friendly live chat format is used.

Catering to the evolving needs of the customers for better, faster and more accurate resolutions of service queries and issues, 'D2H Intelligent Assistant' (DIA) comes with an array of exciting features, DIA seeks to make it easier, faster and simpler for D2H customers to resolve their queries and issues. It is designed to process user requests and queries 24x7 through deep analytics and its Artificial Intelligence engine. DIA is enabled with a highly sophisticated machine learning system that enhances accurate, personalized customer service through a constant process of self-evolution and learning.

Commenting on the DIA launch, **Mr. Sugato Banerji, Corporate Head-Marketing, D2H, Dish TV India Ltd** said, *"We have observed a growing need among our customers to opt for self-service channels for their routine queries and issues. Keeping this trend in mind, we are launching DIA - D2H Intelligent Assistant – a state of the art AI based intuitive chatbot that resolves a wide range of customer queries and issues on its own. DIA will significantly add to improving our customer service experience. The launch of DIA reaffirms the D2H promise of bringing the best of technology solutions for its customers."*

DIA appears as a pop-up feature on the website and introduces itself as "DIA". One can initiate a conversation by simply entering a message and enjoy a rich, personalized experience, delivering real-time responses, timely and pertinent to one's D2H account. It also offers solutions to issues related to recharge offers, current balance, add-on service upgrades and even suggests best recharge offers.

D2H Intelligent Assistant is available on <https://www.d2h.com/> and chat platforms like Whatsapp on contact number 8750917917 and Facebook. It would soon be available on D2H customer app and additionally have progressive enhancements through which customers would be able to upgrade their set-top boxes or buy new smart products, request for relocation, get transaction history and change registered telephone number and language.

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-centers 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 | Dish TV India Ltd | hirdesh.agarwal@dishd2h.com

Surbhi Shukla | Dish TV India Ltd | surbhi.shukla@dishd2h.com