

PRESS RELEASE

Dish TV India to telecast live 'With Sadhguru in Challenging Times' on DishTV and D2H platforms

~Users will have access to content through 'Bhakti Active' service ~

7th July, 2020: Catering to the needs of viewers who enjoy spiritual and religious content, **Dish TV India Limited**, India's leading DTH Company has **joined hands with the Isha Foundation to air livestream of spiritual leader Sadhguru Jaggi Vasudev program**. Accordingly, the event 'With Sadhguru in Challenging Times' is being telecast live every Sunday on Bhakti Active Channel available on DishTV and D2H platform.

With the increasing stress and pressure in individuals' lives, the importance & urgency for spirituality has grown. Yogi, mystic & visionary, Sadhguru is the inspiration behind Isha's social and environmental initiatives. The session with Sadhguru will offer free guided practices and sadhana support to enhance immunity, exuberance, and inner balance for viewers. His mastery of the mechanisms of life, an outcome of his profound experience of the Self, guides in exploring the subtler dimensions of life.

Commenting on the new offering, **Mr. Sugato Banerji, Corporate Head - Marketing, D2H, Dish TV India Limited**, said, *"Mental wellness is important in times of the pandemic that we are facing. In this context, we are delighted to offer live spiritual program of Sadhguru across our platforms. Our viewers across the nation will be able to gain from the live discourse from the comfort of their homes."*

Launched in 2016, Bhakti Active is a premium religious ad-free subscription-based service. It offers a host of devotional content on Lord Shiva, Sai Baba, mythological show based on Lord Ganesh, live aartis, bhajans and travelogue of various famous shrines like Amarnath, Shiv Khori, Gauri Shankar, Char Dham Yatra to name a few. Additionally, the channel also airs 'Sadhguru ki Vani', the Hindi dubbed content of Sadhguru's preachings for the first time, with basic teachings for life.

In order to access Live streaming on their TV, subscribers need to activate Bhakti Active service available at Rs.1.3 per day on channel number 1069 on DishTV and 481 on D2H.

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, GSAT15 and ST-2 and has a bandwidth capacity of 1260 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 72 HD channels & services. The Company has a vast distribution network of over 3,800 distributors & around 350,000 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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