

PRESS RELEASE**DishTV Strengthens its Presence in Kerala Market; Announces
New Channels, Special Combos and Offers**

Kochi, 17 August 2020: Dish TV India Limited, India's leading DTH Company is set to add cheer to the festive season with a slew of attractive offers and packages as it joins the Onam celebrations in Kerala. Keeping in line with its commitment to provide best in class entertainment choices to its new and existing customer, DishTV has introduced new channels, packs, and acquisition offers along with exciting recharge offers at attractive prices to its customers.

Catering to the need of customers, the new packages offered by DishTV have been devised keeping in mind the diverse choice of content across various segments. As part of the offer, 2 new special packs have been launched, basis the language preferred by the customers. The new recharge packs include **Joy Malayalam Tamil HD**; comprising all popular Malayalam channels with Popular Tamil channels and also include 3 discovery channels; Animal Planet HD, Discovery HD & TLC HD and **Premiere Jumbo HD**; comprising all Malayalam with popular English movies, news, sports, infotainment channels.

Commenting on the festive offers, **Mr. Sukhpreet Singh, Corporate Head - Marketing, DishTV & Watcho, Dish TV India Ltd.**, said *"We would like to thank the people of Kerala for their continuous support throughout the year and Onam is an opportune time for us to show our gratitude. We intend to make this festive season special for everyone by providing many exciting offers and packages for our DishTV customers. We recognize the ever-evolving aspirations of Keralites and are happy to offer services focused on delivering maximum choice and entertainment benefit to our customers. Kerala is an important market for Dish TV India and we are confident that Onam special offers and packages will bring new customers and growth in this market."*

In addition to this, the company has introduced offers based on the need for multi-lingual content consumption for new as well as existing subscribers and has strengthened its content portfolio in Kerala by adding channels like *Zee Keralam HD*, & *Prive HD* and many more south region channels. It also added Kite Victers, an educational channel for students, devoted to broadcasting high-quality education programs and infotainment content in Malayalam. To further encourage existing subscribers, special long term schemes have been announced, wherein subscribers can avail 1 month extra on payment of 6 months.

Special Onam offers for new customers

Offer Price (ODU)	Period	Bundled Pack
Rs.2899 (Rs.2457+tax)	6 Months	Joy Malayalam Tamil HD
Rs.3599 (Rs.3050+tax)	6 Months	Premiere Jumbo HD
Rs.1800(Rs.1525+tax)	1 Month	Premiere Malayalam HD/ Joy Malayalam Tamil HD
Rs.1600(Rs.1356+tax)	1 Month	Premiere Malayalam/ Joy Malayalam Tamil

Existing offers for new customers

Offer Price (ODU)	Period	Bundled Pack
Rs.2929 (Rs.2482+tax)	6 Months	Kerala Max HD
Rs.2399 (Rs.2033+tax)	6 Months	Kerala Max
Rs.3699(Rs.3135+tax)	12 Months	Kerala Max

As part of the offers, the customer can avail 3 years warranty on the set-top-box, applicable to all acquisition offers.

Additionally, DishTV has also introduced exciting offers for the existing subscribers who were not availing services for 30 days or more.

	3 Months Price	Bundled Pack
SD	Rs.549 (Rs.465+tax)	Premiere Malayalam
	Rs.649 (Rs.550+tax)	Joy Malayalam Tamil
HD	Rs.699 (Rs.592+tax)	Premiere Malayalam HD
	Rs.899 (Rs.762+tax)	Joy Malayalam Tamil HD

All the above special offers will be available till September 30th, 2020, and will ensure that DishTV's customers enjoy the best content without any hassle. For any additional content, subscribers will have to recharge with the additional amount as applicable.

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

For further media queries, please contact:

Hirdesh Agarwal | Dish TV India Ltd | hirdesh.agarwal@dishd2h.com

Surbhi Shukla | DishTV India Ltd | surbhi.shukla@dishd2h.com