



**PRESS RELEASE**

**WATCHO upgrades its user-generated content offering; launches 'Watcho Swag'**

**New Delhi, 09 September 2020:** Dish TV India's OTT Platform, Watcho, the home-grown online video streaming app has gained immense popularity in the country through its fresh short format content and its overall bouquet of offerings. Watcho has been enthralled the viewers with Exclusive/ Original shows, Linear TV content, and User-generated content. And now the platform has taken a step ahead by revamping its User-generated content offering and has relaunched it as "Watcho Swag".

Watcho is one of the industry's firsts that identified the huge talent pool in India. It provides a unique platform for creators to produce quality content in multiple formats - short to very short videos and short films. They post these on Watcho Swag helping them to grow their fan base and get gratifications. Earlier on, the brand had collaborated with top-level higher educational institutes to provide a creative platform to young students. It helped these budding filmmakers get exposure to not only a large audience but also gave momentum to Watcho in the User-generated content eco-system. The newly revamped offering now positions Watcho Swag as a complete TalentHub for these budding creators. Watcho Swag runs weekly contests across genres like singing, dancing, gardening, acting, reading, cooking, etc. In addition, the best-selected entry can also get a chance to feature in Watcho Originals.

Commenting on the new service, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Ltd**, said, *"We are delighted to launch 'Watcho Swag' as we continue to upgrade the offerings of Watcho to increase customer engagement and meet their demands. With a mission to uncover hidden young talent, Watcho Swag allows the users to create and showcase content on this unique platform which offers them exposure to our large existing base. Watcho Swag will not only promote creative minds who post their content on Watcho Swag but also gratify them with rewards and bigger opportunities."*

Available across screens (Android & iOS devices, Dish SMRT devices, D2H Magic devices, and Fire TV Stick) and at [www.watcho.com](http://www.watcho.com), Watcho focuses on short format storytelling apt for digital consumption. It offers many original shows including web series like Its my pleasure, 4 Thieves, Love Crisis, Ardhsatya, Mortuary, Chhoriyan, Rakhta Chandana, and original influencer shows like Look I Can Cook, Bikhare hain Alfaaz, etc to name a few. Watcho content cuts across all genres, including, but not limited to Drama, Comedy, Thriller, Romance, Food, Fashion, and poetry.

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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 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 75 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](http://www.dishtv.in)

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