

PRESS RELEASE

Dish TV India adds Hungama Play app on its D2H Stream and DishSMRT Hub Android boxes

New Delhi, 9th December, 2020: With an objective to expand its content portfolio to meet the growing entertainment requirements across age groups, Dish TV India Limited, India's leading DTH Company, today announced its partnership with Hungama Play, a leading video on demand platform owned by Hungama Digital Media. Through this partnership, Dish TV India has further strengthened its portfolio by adding one more app in the app zone on its Android set-top boxes, namely D2H Stream and DishSMRT Hub.

With this strategic partnership, Dish TV users will now be able to explore and consume Hungama Play's premium, multilingual, and multi-genre content library. It will enable them to have access to an exciting slate of multiple Hungama Originals, 5000+ films in Hindi, English, and regional languages, 1500+ short films, over 7500 hours of kids and television content, and more than 150,000 short-format videos across several categories.

Commenting on the partnership, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Ltd**, said, *"We at Dish TV always believe in providing the best of choices to our subscribers in terms of new content offerings. Therefore, we continuously work towards providing bespoke content for varied consumer taste clusters across India. As part of this journey, partnering with Hungama Play reinforces our commitment to providing quality content. We are happy to extend our partnership with Hungama Play, and we are certain that the app will make content viewing an enriching and engaging experience for our subscribers."*

Speaking on its association with Dish TV India, **Siddhartha Roy, COO, Hungama Digital Media** said, *"Our distribution strategy has allowed us to build a robust presence that transcends geographies and device ecosystems. Users across the world are able to access our premium services and content more easily than ever. We are glad to partner with Dish TV India and welcome both their DishTV and D2H brands' subscribers on Hungama Play. We intend to continue strengthening our reach and expect our distribution network to help increase consumption on our platform by 2.5x over the next 12 months."*

Existing d2h Stream and Dish SMRT Hub users can download the Hungama Play app on their devices and start enjoying its video library by purchasing the subscription plans directly through their set-top boxes. There are four plans for them to choose from – Weekly, Monthly, quarterly, and yearly priced at Rs.29, Rs.99, Rs.249, and Rs.799/- respectively.

In addition to Hungama Play, DishTV and D2H Android boxes offer a host of features including built-in Google Assistant, Chromecast, Google Play, and access to all popular featured OTT platforms like YouTube, Amazon Prime Video, Zee5, Watcho, Voot, Eros Now, ALT Balaji, and many more including their own streaming app 'WATCHO'. Coupled with the ease of using voice commands via Google Assistant, the Android-based set-top boxes are compatible with any television set. 'Dish SMRT Hub' and 'd2h stream' are internet-enabled Android-based HD set-top boxes, available for INR 3,999 for new subscribers & INR 2,499 for existing subscribers.

**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 1188 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 719 channels & services including 31 audio channels and 76 HD channels & services. The Company has a vast distribution network of over 3,600 distributors & around 352,000 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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