

PRESS RELEASE

Dish TV India introduces ‘Scan to help’ feature on My DishTV app

~ A brain child of Dish-a-thon 2020 runner-up team ~

New Delhi, 05th January 2021: Standing true to its objective to provide an uninterrupted and convenient television viewing experience, Dish TV India Limited, India’s leading DTH Company has launched a new ‘Scan to Help’ feature for its DishTV subscribers. Executed and conceptualized by the first runner-up team of Dish-a-thon 2020 (which happens to be an in-house team- Team DishTV), the ‘Scan to help’ feature is available on My DishTV app which is powered by Artificial Intelligence & Machine Learning and supports Hindi and English language for easy understanding.

With this feature, the company aims to empower all existing and new subscribers for self-help in case of any technical errors on the Set-top Box. Furthermore, the new feature also helps to achieve higher C-SAT, reduction in calls to Dish TV India Call Centre, and an opportunity to cross-sell. The subscribers can seamlessly initiate the self-help journey by scanning the error plate and it will automatically share an update on the account status and current subscription. In case of bad weather conditions at the broadcasting center, it will take an update of the weather conditions in the subscriber’s locality and proceed with technical troubleshooting. The app will also provide an option to raise a ‘Service Ticket’ within the journey itself.

Commenting on the launch of the new feature, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited, said,** "Dish TV India has been continuously investing in cutting edge technologies to provide unparalleled service and TV viewing experience to its customers. In this digital era, technology-led solutions and offerings are paramount for achieving customer satisfaction, and this new AI-enabled ‘Scan to help’ feature is a step in the same direction. What makes this feature extremely special is the fact that this idea was proposed by one of the top 3 winning teams of Dish-a-thon 2020, which was our in-house team, Team DishTV. They took the idea forward and came up with the solution and did the complete execution. This new feature ‘Scan to help’ will redefine and shape up the future of the M&E/Broadcasting industry."

The ‘Dish-a-thon 2020’ witnessed participation from across the country, with entries from 1500+ young and promising techies and 949 teams to display the best of their technical prowess.

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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