

**PRESS RELEASE**

**Dish TV India launches a Unique Initiative, #GiftAConnection & #Donate2Help for its DishTV & D2H subscribers**

*~A mission to ensure that students in India are able to access educational content~*

**New Delhi, 23<sup>rd</sup> January 2021:** Dish TV India, India’s leading DTH Company, has launched an emotionally-charged unique initiative titled #GiftAConnection for DishTV and #Donate2Help for D2H. Through these campaigns, the company is trying to make a difference in the lives of thousands of students across India who want to study remotely but are not able to do that owing to the extended pandemic scenario. The brand motivates its subscribers to donate/gift their spare set-top boxes to less privileged people, thereby, helping them fulfill the educational needs of their children by keeping themselves updated and informed by watching educational and infotainment channels on both DishTV and D2H platforms.

In an endeavor to provide best to the society, DishTV and D2H with this initiative urge all their subscribers to lend a helping hand to the less privileged students and weaker sections of society who have faced difficulty due to the ongoing pandemic. Additionally, as a part of this initiative, DishTV and D2H have taken the responsibility of bringing the STBs into function by contributing free of cost installation and FTA & educational content for one month. The brands believe that with such combined effort of them and existing customers collectively, these campaigns will lead to the fulfillment of the needs of the weaker section of the society and will create a happier community. These campaigns will be leveraged on digital, social media, and on-TV platforms to spread the message far and wide.

Commenting on the initiative, **Mr. Anil Dua, Executive Director and Group CEO, Dish TV India Ltd**, said, *“Ever since the COVID-19 pandemic broke out, the entire world, especially the underprivileged sections of our society have been struggling with various issues. We believe, in each one of us, there is a spirit of generosity. It is not only the grand gestures that count but it's also the small ones that make a big difference. Keeping this in mind, we came up with the idea of helping the community by encouraging them to give away the unused and extra set-top boxes lying around in people's homes. With our #GiftAConnection and #Donate2Help campaigns, we have urged our customers to help the children from less privileged sections of our society who are in need of home education since the schools have been shut.”*

The d2h campaign, in a form of a TVC, promotes the art of giving and is a compelling watch. Here is the link to watch TVC: [#d2h : Donate 2 Help : Gift your unused d2h set top box - YouTube](#)

The campaign’s narrative is simple yet profound, drawing the viewer intimately and encouraging them to donate their extra DishTV & D2H set-top boxes to less privileged in their known group –maid/ cook/ guard/driver/nanny/vegetable vendor/milk-man, etc. and cater to the content viewing needs of the kids as well as elders.

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

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