

PRESS RELEASE

Dish TV India wins INN-TECH Award for the innovation of converting any regular TV into Smart TV with DishSMRT Kit

~DishSMRT KIT comes with a Bluetooth, Wi-Fi Dongle, and a Voice-Enabled Remote for existing DishTV customers~

New Delhi, 21st September 2021: Dish TV India Limited, India's leading DTH Company, bagged the INN-tech Award 2021 for its offering - DishSMRT Kit with Alexa - under the "Best innovation by/for a Consumer Products sector enterprise" category.

DishSMRT Kit is a voice-enabled dongle with Alexa, which can be used to convert any regular TV into a smart TV. DishSMRT Kit comes with a Bluetooth and Wi-Fi dongle, and a Voice-Enabled Remote. Customers can plug the dongle into a regular DishTV set-top box and control their TV through voice commands using the Alexa voice-enabled remote control. It provides access to a world of OTT apps such as ZEE5, Watcho, ALT Balaji, Hungama Play, and a huge library of curated online videos, catch-up shows, and web series. Apart from that, users have 30,000+ Alexa skills at their disposal to control their Alexa compatible smart home devices, listen to the latest news, get weather updates, enjoy their favorite music, or set alarms and reminders. To further enhance the customer's entertainment experience, the DishSMRT Kit includes a custom app store with additional apps for gaming and personalized content recommendations based on the user's languages and preferences.

Commenting on the win, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Ltd**, said, "Dish TV India is committed to transforming the television viewing experience through the latest technology and innovation, and bringing technologically advanced products to consumers to improve their content consumption experience. The INN-TECH award demonstrates the capability we have to bring sterling customer-centric innovations as well as enhance the overall customer experience. This award will undoubtedly inspire us to do more and I compliment our product team for their dedication and creativity."

The INN-TECH – Innovation and Technology Awards is a pioneering platform established to recognize and celebrate the exemplary and innovative work being done by enterprises and professionals across various industries and sectors.

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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, GSAT15 and ST-2 and has a bandwidth capacity of 1134 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 596 channels & services including 31 audio channels and 78 HD channels & services. The Company has a vast distribution network of over 3,100 distributors & around 303,000 dealers that span across 9,300 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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