

Press Release

Dish TV India launches female-centric active service 'Women's Active' for its DishTV and D2H subscribers

~Partners with FTC Talent Media & Entertainment

~The new service to focus around fashion, beauty, home décor, and health & wellness

New Delhi, September 29, 2021: Expanding its portfolio of value-added services, Dish TV India Limited, India's leading DTH Company, launched the 'Women's Active' service on 21st September 2021 in partnership with FTC Talent Media and Entertainment. Aimed at today's women, who juggle multiple roles, Women's Active has specially curated programming centered around fashion, beauty, home décor, health, and wellness. The service is available on both its DTH platforms DishTV & D2H.

The 'Women's Active' service is a one-stop destination for today's women, who want engaging, informative content on a wide range of areas from mental and physical health, to be up to date with the latest in fashion, nifty hacks on beauty, simple improvisations to upgrade home décor and more.

Announcing the new service, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Ltd**, said, *"In today's fast-paced and demanding lifestyle, there is a growing need amongst our women audience, to find holistic and convenient solutions that help manage their day-to-day challenges. Keeping this in mind, we have launched the 'Women's Active' service with carefully selected content. We are confident that the new service will be well received on both the DishTV and D2H platforms."*

Omar Qureshi, CEO, FTC Talent Media & Entertainment said *"The demographics have changed; with more and more women driving content consumer markets, influencing advertising and forcing content providers to think out of the box to keep them engaged. With the marriage of FTC Talent Media & Entertainment along with the outreach of DishTV & D2H, the four 'E's of cutting edge, targeted content have been addressed - Entertainment, Education, Empowerment, Engagement. FTC has always focussed on edutainment as a powerful means of targeted content creation and it stays true to owner/ promoter Suniel Shetty's vision of empowerment. Yes 'Women's Active' will be just that. Stories of and for women."*

The ad-free service will be accessible on channel number 117 on both DishTV and D2H at just Rs.40 (plus taxes) - per month with a special introductory offer. Customers can give a missed call on 18003150117 for D2H and 18005680117 for DishTV to activate or learn more about the channel.

###

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

For further media queries, please contact:

Hirdesh Agarwal | Dish TV India Ltd | hirdesh.agarwal@dishd2h.com

Surbhi Shukla | Dish TV India Ltd | surbhi.shukla@dishd2h.com