



Press Release

WATCHO continues growth momentum: registers 45 Million users

New Delhi, 10th February 2022: WATCHO, one of India's fastest-growing OTT platforms, continues to report steady growth and has now achieved the significant milestone of a 45 million cumulative user base in India. Launched in 2019, WATCHO today offers a plethora of short-format content across genres and caters to the needs of viewers across the spectrum. There are Live TV offerings, new-age original content for those who are looking for variety, and user-generated videos on SWAG for exhibiting talent.

WATCHO brings original content to the viewers with its on-the-go snackable video content, so the brand proposition of "Fun Fatafat" has resonated very well with young audiences across the country.

Commenting on the achievement Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Ltd, said, *"We are delighted to have achieved this milestone of 45 million users on our platform. When we embarked on the journey of providing on-demand quality content with the launch of WATCHO, we wanted to supplement our DTH user viewing experience. Today, WATCHO is serving exciting exclusive content to all its users, and at the same time, it is also offering Live TV services on-the-go to DishTV and D2H customers. WATCHO is also fast emerging as the preferred platform for users to showcase their talent. We remain committed to continuously strengthening our offering and improving our user experience on the platform, and we are glad that we are well on our way to achieving many more milestones."*

Mr. Sukhpreet Singh, Corporate Head – Marketing, DishTV & WATCHO said, *"Engaging and short-format content has always been an unmet need for viewers across the country, particularly amongst millennials and GenZ who are at the forefront of consumption as well as creation. Riding on these trends, WATCHO continued to gain strength with a strong semi-urban presence in addition to significant tier-1 visibility. The app has notched up more than 45 million user base so far. We are enthused with this new milestone WATCHO has achieved in a very short time, and we intend to continue to work towards making it the first choice for our users."*

To recognize and provide exposure to the emerging talent pool across the country, WATCHO also allows users to create and showcase content on its user-generated content platform 'WATCHO Swag'. With this initiative, WATCHO not only promotes creative minds by helping them post their content on the app but also gratifies them with rewards and bigger opportunities. In an effort to inspire emerging content creators, WATCHO also recently collaborated with Asia's largest content festival - India Film Project (IFP) for its 11th season and became the exclusive platform for participants to showcase their work.

Bringing in a unique assortment of snackable content cutting across all genres, WATCHO offers many original shows including web series like Gupta Niwas, Jaunpur, Papa Ka Scooter, Aghaat, Cheaters - The Vacation, Sarhad, Mystery Dad, JaalSaazi, Dark Destinations, It's My Pleasure, 4 Thieves, Love Crisis, Ardhsatya, Chhoriyan, and Rakhta Chandana. There are also original influencer shows like Look I Can Cook and Bikhare hain Alfaaz. Available across screens (Android & iOS devices, Dish SMRT devices, D2H Magic devices, and Fire TV Stick) and at www.WATCHO.com, WATCHO presently provides over 35 plus original shows, 300 plus exclusive plays, and 100 plus live channels in Hindi, Kannada, and Telugu.

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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 1134 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 563 channels & services including 31 audio channels and 78 HD channels & services. The Company has a vast distribution network of over 3,100 distributors & around 2,80,000 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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