

Press Release

Rishabh Pant joins D2H as its Brand Ambassador

New Delhi, February 24, 2022: D2H, the leading DTH brand of **Dish TV India Limited**, today announced the signing of Indian cricketer **Rishabh Pant** as the new brand ambassador. Rishabh Pant will feature in 360-degree brand communication for the next two years.

Commenting on the association, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Ltd**, "We are delighted to have Rishabh Pant as brand ambassador for our D2H brand. Our brands are our biggest strength. This investment in the D2H brand is going to make it even stronger. The close affinity between D2H brand and Rishabh Pant as brand ambassador will enable deeper engagement of D2H with its TG."

Speaking on the partnership, **Rishabh Pant** said, "**D2H** is a large DTH brand with a long record of disruptive innovation in the industry. It is wonderful to be associated with D2H and looking forward to working closely with the team to take it to greater heights. "

Commenting on the new brand ambassador, **Mr. Sugato Banerji, Corporate Head - Marketing, D2H, Dish TV India Ltd**, said, "Rishabh has quickly developed into a distinctive entertainer on the cricket field, with his boundless energy behind the stumps and innovation in shot-making. He brings a spark each time he enters the field and appeals to the huge 18-35 age group across the country, our core audience. We see him as a strong fit with D2H Brand values. We are confident that this association with Rishabh will take the brand D2H to a stronger, more defined position within a short time through continuous investment in creating awareness and affinity."

D2H has a robust channel portfolio and effectively provides 24*7 customer support along with proper demo at the time of installation. Additionally, it will also deliver 61 HD Channels, a host of all popular regional channels under various attractive bouquets and offers, educational channels & content-rich active services for the customers from all age groups like Fitness Active, Ayushmaan Active, Dance Active, Thriller Active, Comedy Active, Kids Active & many more.

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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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