

## Press Release

### **This Onam every home will be an HD home with DishTV's exciting offers**

**Kochi, 09<sup>th</sup> September 2022:** As Kerala sets to embrace its annual festival of Onam, Dish TV India Limited, India's leading DTH service provider promises to make it brighter for customers by announcing a special HD acquisition offer for new customers along with exciting offers for its existing customers. Aligned with DishTV's vision, "This Onam every home will be an HD home", consumers will also get 7 popular HD channels including sports at no extra cost.

Sports is one of the most watched and followed genres in Kerala, and the upcoming months will witness major sporting events including Cricket World Cup and the Football World Cup. To make this season even more delightful, DishTV is providing popular sports channels in HD at no additional cost to all new and existing subscribers, not just for a month, but for the full year. With modern HD Technology, DishTV subscribers will be able to immerse themselves with vivid colours and surround sound that will allow the viewers to live the game similar to watching the match live in the stadium from the comfort of their home and without compromising on the picture & sound quality delivering a seamless experience.

In keeping with its commitment to providing best-in-class entertainment options across channel categories, Dish TV is also offering an extremely affordable new entry-level HD offer paired with a 1-month Kerala Super HD pack inclusive of an indoor unit for INR 1199 (including taxes). The Kerala Super HD pack includes all Malayalam channels in addition to prominent Sports, Infotainment, and Tamil channels.

Additionally, Dish TV has curated three new packages for Kerala consumers, Kerala HD, Welcome Malayalam HD, and Premiere Malayalam. Customers can subscribe to the Kerala HD package for INR 1899 (Including Taxes) for six months. Kerala HD Bundle includes all Malayalam channels along with Popular Sports, Infotainment, and Kids channels. Also, customers can opt for Welcome Malayalam HD package for INR 1699 (including taxes) for six months. The Welcome Malayalam HD bundle includes all Malayalam channels as well as popular infotainment channels. Further, the subscribers can now only pay INR 1499 (Including taxes) for six months to avail Premiere Malayalam package designed for Malayalam lovers that features all Malayalam channels and major Sports channels along with three Kids channels (Nick, Nick Jr., Sonic) at no extra cost. Both offers include indoor units.

Commenting on the festive offer, **Sukhpreet Singh, Corporate Head - Marketing, DishTV & Watcho, Dish TV India Ltd.**, said, "We have always strived to make Onam special for our customers. To commemorate this auspicious festival, we have announced exciting offers for the Kerala market. Today, HD viewing is perceived as a costly affair in the viewers' minds, and therefore viewers generally compromise on quality viewing experience and settle for less. As a result, in keeping with our objective of making every home an HD home, we have announced special HD offerings for consumers in Kerala guaranteeing unlimited entertainment at exceptionally affordable pricing and encompassing a plethora of channel options to watch. With this, we wish all our customers a very happy and prosperous Onam."

**New HD offers:**

| Pack                 | Offer                | Duration | Package   |
|----------------------|----------------------|----------|---|
| Kerala Super HD      | ₹ 1016 + tax= ₹ 1199 | 1 month  | Pack loaded with complete Malayalam channels along with popular Sports, Infotainment & Tamil channels |
| Welcome Malayalam HD | ₹ 1356 + tax= ₹ 1699 | 6 months | Combo with all Malayalam channels & popular infotainment channels                                     |
| Kerela HD            | ₹ 1609 + tax= ₹ 1899 | 6 months | Pack with all Malayalam channels with popular Sports, infotainment & Kids channels                    |

**New SD offers:**

| Pack               | Offer                | Duration | Package  |
|--------------------|----------------------|----------|--|
| Premiere Malayalam | ₹ 1270 + tax= ₹ 1499 | 6 months | Best pack for Malayalam lovers. Pack loaded with all Malayalam channels & popular Sports. 3 Kids channels (Nick, Nick Jr., Sonic) will be given at no extra cost for 6 months. |
| Kerela Max         | ₹ 1440 + tax= ₹ 1699 | 6 months | Pack with all Malayalam channels with popular English, Sports & Kids channels  |

Moreover, DishTV is also offering special discounts on its most popular packages, Kerala Max and Kerala HD, to make them even more appealing. Subscribers can save INR 200 on each by paying six months in advance. Kerala Max bundle pack includes all Malayalam channels with popular English, Sports, and Kids channels along with indoor unit. Whereas Kerala HD bundle pack includes all Malayalam channels with popular Sports, Infotainment, and Kids channels along with indoor unit.

###

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

**For further media queries, please contact:**

Hirdesh Agarwal | Dish TV India Ltd | [hirdesh.agarwal@dishd2h.com](mailto:hirdesh.agarwal@dishd2h.com)