



PRESS RELEASE

WATCHO Exclusives presents "Aarambh - A Riveting Tale of Family, Love, Loss, and Tradition"

Mumbai, 10th August 2023: WATCHO, one of India's fastest-growing OTT platforms, is set to captivate audiences with the release of its latest original series, 'Aarambh: A Riveting Tale of Family, Love, Loss, and Tradition.' The series explores the depths of familial ties, sustaining traditions, and a perilous struggle against a fraudulent system. 'Aarambh' is directed by Shaurya Singh and is produced by Silver Rain Pictures & MAG Entertainment.

'Aarambh' narrates the compelling story of Shrikant Sharma, who resides in the United States with his wife Smita, eagerly awaiting the arrival of their first child. Meanwhile, Shrikant's father, Uday Shankar Sharma, leads a peaceful life in Lal Nagar, a serene suburban area near Ranchi, with his younger son's family. However, fate takes a cruel turn when Uday Shankar Sharma tragically passes away due to a sudden heart attack. Shrikant rushes back to India to perform the last rites of his beloved father. Upon reaching India, Shrikant discovers a startling truth - his father's body has been seemingly donated to the hospital for medical studies while tricking his family into giving consent, but the truth was far more disturbing.

He discovers that a ward boy resorted to unscrupulous means and sold dead bodies to organ trafficking rings. Will Shrikant be able to get justice and complete the last rituals of his father or will he invite trouble for himself by getting involved with extremely dangerous people?

The star-spangled ensemble of the web series brings the twisted characters to life featuring actors like Amit Gaur, Karan Thakur, Dipali Sharma, and Manish Khanna among others. Witness an enthralling spectacle as their top-notch and extraordinary performance adds depth and authenticity to the characters and their struggles.

Commenting on the launch, Mr. Sukhpreet Singh, Corporate Head – Marketing, DishTV & WATCHO, Dish TV India Ltd. said, "We are thrilled to present 'Aarambh' to our discerning audience. This poignant narrative touches upon the sensitivities of our family ties, culture, and indifference of system, which is sure to strike a chord with viewers across the country. The series sheds light on the stealthy crimes that pervade this country. Watcho is committed to offering fresh, meaningful content, and 'Aarambh' is a testimony to our dedication to providing diverse and compelling storytelling."

Join WATCHO on a gripping cinematic journey as "Aarambh" tugs at heartstrings, leaving viewers pondering over the importance of upholding cherished values and the strength to defy the prevailing system. The story is masterfully crafted as a narrative of the triumph of human virtues amidst adversity and will surely leave a lasting impact on the hearts of its audience.

Launched in 2019, WATCHO Exclusives offer many original shows, including web series like GillHarry, Joint Account, Manghadant, Aavidh, Explosive, Aarop, Wajah, The Morning Show, Bauchaar-E-Ishq, Gupta Niwas, Jaunpur among others. That's not all, Watcho also offers Korean Drama and various other international shows. Last year WATCHO forayed into the OTT aggregation business with its signature Rs.



253 per month plan. Featuring 17 popular OTT apps, it is fast becoming the go-to destination for an all-in-one OTT subscription. Watcho also features a unique platform for user-generated content called Swag where people can create their own content and discover their potential. Watcho can be accessed on a variety of devices (including Fire TV Stick, Dish SMRT, Android, and iOS cellphones, and D2H Magic devices) or online at www.WATCHO.com

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, d2h and Watcho under its umbrella. The Company benefits from multiple satellite platforms including SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1044 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 752 channels & services including 31 audio channels and 81 HD channels & services. The Company has a vast distribution network of over 2,600 distributors & around 196,000 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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