

PRESS RELEASE

Dish TV India Limited Partner with Zee 24 Ghanta to Elevate Durga Pujo Fervour with Exclusive Offers across DTH and OTT

India, 18 October 2023: Dish TV India Limited, India's leading entertainment provider, has embarked on a unique collaboration with Zee 24 Ghanta - *Sharod Ananya (special programming)* to celebrate the grandeur of Durga Pujo throughout West Bengal. This partnership marks the commencement of an exciting 40-day journey, already in progress, filled with entertainment and festivity that seamlessly blends traditional and contemporary experiences for viewers.

As a part of this grand celebration, Dish TV, D2H, and Watcho (all leading brands from Dish TV India Ltd) have introduced a range of captivating promotions, featuring an enticing fusion of television and over-the-top (OTT) services, emphasizing promoting the Android Set-Top Box. DishTV is offering an attractive deal for new connections, priced at just ₹1694. Meanwhile, D2H has rolled out an exciting offer of **₹3,300 cashback** on purchase of new connection.

Furthermore, Watcho OTT super App, which is the latest offering from Dish TV India Ltd. offers many original shows, including web series, short movies, international shows and many more. That's not all, 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. So, for the first time Dish TV India Ltd is offering the complete 360-degree array of entertainment products and services (TV as well as OTT).

In addition to the on-air celebrations, Dish TV, D2H, and Watcho have planned on-ground activations through gates and pillars at prominent pandals. Commuters will be in for a visual treat at Metro stations - Girish Park, Jatin Das Park, and Masterda Surya Sen Station encountering vibrant branding that vividly embodies the festival's spirit.

Extending their reach across districts, Dish TV, D2H, and Watcho are resolutely dedicated to enhancing brand visibility and inviting viewers and subscribers for a memorable and immersive experience for viewers, making this Durga Pujo season even more special.

Mr. Sukhpreet Singh, Corporate Head of Marketing, Dish TV India Ltd, said, "*Durga Pujo is more than a festival, it is a heartfelt sentiment. We are delighted to be part of the grand Durga Pujo celebration in West Bengal through our partnership with Zee 24 Ghanta. This collaboration enables us to engage with audiences across 21 districts, helping us establishing a strong brand presence. We have devised an extensive campaign that includes exclusive offers to enhance the festive spirit and make the celebrations even more special for our valued subscribers. With a range of programming, brand visibility, and unique promotions, we look forward to connecting with our viewers during this auspicious period.*"



Known for delivering top-tier entertainment services across India, this partnership exemplifies Dish TV India's commitment to making every festive season special for its subscribers. Zee 24 Ghanta - Sharod Ananya is a revered event that encapsulates the essence of Durga Pujo, making it the perfect stage for Dish TV, D2H and Watcho to unite and bring joy and entertainment to millions of homes.

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.

About Watcho:

Launched in 2019, WATCHO Exclusives offers many original shows, including web series like Aarambh, GillHarry, Joint Account, Manghadant, Avidh, 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 18 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 Hub, D2H Magic devices, Android, and iOS cellphones) or online at www.WATCHO.com

For media queries, please contact

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