

## PRESS RELEASE

### **DishTV India Limited Lights Up the Biggest Dandiya Celebration – Raas Ratri 2023 in Association with Zee 24 Kalak**

**India, 18 October 2023:** Dish TV India Ltd, India's leading Entertainment provider, with its brands DishTV, D2H and Watcho has ignited the festive season with its grand association with the monumental DANDIYA CELEBRATION - Raas Ratri 2023 (Raas Garba), presented by Zee 24 Kalak. Scheduled to commence from the 15th of October and extend until the 24th of October, the event will be live-streamed on Watcho Exclusives, Dish TV India's OTT platform, reaching audiences in every nook and corner.

Set within the dynamic premises of Club'O'7, Raas Ratri 2023, a nine-day Garba extravaganza, offers a splendid avenue for DishTV, D2H, and Watcho to connect with an extensive audience of over 2.5 Lac. DishTV, D2H, and Watcho has meticulously planned an assortment of engaging activities. Additionally, organize a trade/dealer gathering to present its latest offerings and foster connections with potential subscribers and viewers.

For the first time Dish TV India Ltd with its brands DishTV, D2H and Watcho is offering the complete 360-degree array of entertainment products and services (TV as well as OTT) is poised to shine both on-air and on the ground during this event. On-air exposure encompasses multiple engagement on the channels. The brand's presence will be augmented through extensive promotional efforts and a conspicuous coverage, ensuring continuous visibility. On the ground, festival-goers will be able to anticipate a larger-than-life experience zone, a dedicated Selfie Area, Standees, Pillars, Gates, and exclusive Branded Dandiya sticks, amplifying the festive ambiance.

**Mr. Sukhpreet Singh, Corporate Head of Marketing, Dish TV India Ltd, said,** "Our collaboration with Raas Ratri 2023 is a recognition of the festival's deep cultural roots. This partnership aligns perfectly with our commitment to delivering superior entertainment, allowing us to connect with our audience in a more engaging and celebratory manner. We are excited to infuse the spirit of celebration into the heart of our brand and bring 'TV and OTT Ka complete entertainment' to this remarkable event. While we remain steadfast in our brand perspective, we do so with the utmost festive spirit, ensuring that the essence of celebration and tradition remains at the core of everything we do."

Dish TV India Ltd. is resolute in delivering 'TV and OTT Ka complete entertainment'. This partnership with Raas Ratri 2023 underscores the brand's commitment to offering top-tier entertainment services and fostering a deep connection with its customers. This festive collaboration promises to create enduring memories and leave an indelible mark on the hearts of all who partake, encapsulating the true essence of entertainment in all its vibrant glory.



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

### **About Watcho:**

Launched in 2019, WATCHO Exclusives offers many original shows, including web series like Luck Shots, Aarambh, GillHarry, Joint Account, Manghadant, Avaidh, 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](http://www.WATCHO.com)

### **For media queries, please contact**

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