



PRESS RELEASE

Dish TV's OTT Platform Watcho Hosts Second Leg of 'Watcho Storytellers Conclave' in Hyderabad, Amplifying Voices in the Creative Community

- *After a successful launch in Kolkata, Watcho Storytellers Conclave has arrived in Hyderabad, engaging creative community and empowering content creators nationwide*
- *With a focus on collaboration and innovation, the Hyderabad edition features eminent filmmakers and creators, including Anil Ravipudi, Sundeep Kishan, Sunitha Tati, Baradwaj Rangan, Sai Rajesh and Nanda Kishore Emani, offering insightful sessions on the evolving content landscape*

Hyderabad, 31st January, 2025: Building on the resounding success of its inaugural edition in Kolkata, Dish TV's OTT platform, Watcho, has brought its pioneering initiative, the Watcho Storytellers Conclave, to Hyderabad. With this second edition, Watcho continues its mission to revolutionize content creation by empowering filmmakers and content creators, offering them opportunities to connect, collaborate, and showcase their narratives to wider audiences.

The Watcho Storytellers Conclave seeks to level the playing field for filmmakers and content creators, providing fresh opportunities for both emerging and established talent to connect with audiences and share their unique stories. Watcho offers a platform for diverse artistic expressions, fostering creativity and innovation while breaking traditional barriers and enriching the entertainment landscape.

Watcho is transforming the game for up-and-coming filmmakers and creators, bringing numerous benefits with even more groundbreaking features and opportunities ahead. It opens new paths and provides access to a wide audience through Dish TV and Watcho's combined reach of over 10 million households, along with promotional opportunities across multiple channels for maximum visibility. For viewers, Watcho delivers a curated selection of diverse, hand-picked content, offering high-quality entertainment that's accessible to all.

The Hyderabad edition of the Watcho Storytellers Conclave brings together renowned filmmakers, regional creators, and budding storytellers to explore the evolving landscape of digital content. As a first-of-its-kind initiative in India, the Conclave provides creators with a platform to exchange ideas, connect with audiences, and expand their horizons through Watcho's robust ecosystem.

Manoj Dobhal, CEO & Executive Director of Dish TV India Ltd, said, "Following the overwhelming response to our first edition in Kolkata, we are excited to bring the Watcho Storytellers Conclave to Hyderabad, a city known for its rich creative talent. This Conclave offers a platform for all creators to amplify their voices and connect directly with audiences, breaking traditional barriers. Our vision is to foster an inclusive space where every creator can share their story, enhancing visibility and enriching the entertainment industry's cultural landscape. As we enter a digital-first era, we foresee a future where all narratives, regardless of their unconventional nature, resonate with their audiences. Through the Watcho Storytellers Conclave, we are committed to creating an ecosystem that celebrates creativity and transforms the entertainment experience."



Mr. Sukhpreet Singh, Corporate Head of Marketing, Dish TV & Watcho, said, “The tremendous enthusiasm from the creator community and professionals in Kolkata has inspired us to expand this initiative to other creative hubs across India. Hyderabad, with its deep-rooted storytelling tradition, is home to a wealth of talent, and we are eager to connect with this dynamic community. Through the Watcho Storytellers Conclave, we aim to empower storytellers to reach a larger audience and shape the future of entertainment in India. As viewer preferences evolve, Watcho is providing creators with the tools to share their unique voices and succeed.”

The first session focused on **‘Balancing High Content and Commercial Elements as an Award-Winning Writer and Director,’** featuring **Anil Ravipudi, Award-Winning Director and Screenwriter,** as a panellist. During the discussion, Anil Ravipudi shared his insights, stating, “In the evolving world of filmmaking, platforms like DishTV Watcho are revolutionizing opportunities for budding creators. They break down the barriers that have historically limited filmmakers, offering a space where talent and creativity can thrive. I’m genuinely excited for the Watcho Storytellers Conclave, where I’ll engage with the new wave of filmmakers, share stories, and inspire those ready to carve their own path in the industry.”

The second session, **‘Storytelling in Telugu Cinema: Balancing Tradition and Modernity,’** featured **Sunitha Tati, Telugu Film Producer, Founder & CEO of Guru Films, Sai Rajesh, Director & Writer, and Baradwaj Rangan, Film Critic, Author & Writer.** In this engaging discussion, they shared their perspectives, saying, “The Watcho Storytellers Conclave is more than just an event—it’s a pivotal moment for the future of film. It’s an incredible platform where emerging filmmakers who don’t follow traditional models can showcase their work. What excites me the most is the chance to connect with like-minded creators who are redefining the rules of content creation. I’m eager to see where this new era of digital storytelling leads.”

Santosh Sobhan, actor, added, “I see DishTV Watcho as a beacon for the next generation of filmmakers and creators. It’s a space where the boundaries of traditional media are blurred, and fresh, bold stories can come to life. I’m looking forward to the Watcho Storytellers Conclave, where I’ll be interacting with young filmmakers and discussing how platforms like Watcho are providing the tools needed for their success.”

The third session, **‘A Young Star Who Seamlessly Gels into Any Role, Any Industry, and Platform,’** featured insights from **Sundeep Kishan, Actor & Producer.** During this discussion, he articulated his thoughts, mentioning, “DishTV Watcho is truly paving the way for a new era in content creation. It’s exciting to be part of a movement that gives young creators an accessible platform to present their work to global audiences. I’m looking forward to the Watcho Storytellers Conclave, where I’ll be exchanging ideas with young, emerging talent. It’s about empowering each creator to find their unique voice and reach the audience that matters.”

Padmavathi Malladi, writer, added, “Watcho is on a mission to reshape how we view content creation, and I’m thrilled to be part of this journey. Platforms like DishTV Watcho are amplifying the voices of independent filmmakers, giving them a stage to shine. I’m looking forward to attending the Watcho Storytellers Conclave, where we will be delving into the future of storytelling and exploring new ways to engage audiences.”

In another session, **Nanda Kishore Emani, Director & Writer,** added, “What excites me most about DishTV Watcho’s initiative is how it’s bringing creators from diverse backgrounds together. The



Watcho Storytellers Conclave is a powerful opportunity to collaborate and learn from one another. It's all about sharing knowledge, offering guidance, and pushing the boundaries of storytelling. I'm looking forward to speaking with the rising stars of the industry about how collaboration can lead to transformative success."

The Watcho Storytellers Conclave is a step toward igniting impactful conversations within the film community while strengthening our brand. The initiative brings creators together to understand their challenges and ambitions, fostering a space where creativity can flourish. By building connections with talent and organizations, Watcho is committed to nurturing a vibrant content creation ecosystem in India. As Dish TV continues to lead the way in diversifying the entertainment space, the final edition of the Watcho Storytellers Conclave will be held in Mumbai soon, bringing together even more visionaries to shape the future of content creation.

About Dish TV India Limited

DishTV India Limited is India's leading content distribution Company with a strong presence in both direct-to-home (DTH) television and OTT space. The Company has multiple individual brands like Dish TV and d2h (DTH Brands), and Watcho (OTT aggregation platform) and a 360-degree ecosystem that includes content services, devices, and OEM partnerships. The DishTV India platform enables subscribers to access the best of content available through multiple delivery platforms on any screen, anywhere, anytime. The Company has on its platform more than 582 channels & services along with 21 popular OTT Apps. The Company has a vast distribution network of over 2,500 distributors & around 150,000 dealers that span across 9,500 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call-centres that are spread across 14 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit www.dishd2h.com

About Watcho:

Launched in 2019, WATCHO Exclusives offers many original shows, including web series like 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

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