



PRESS RELEASE

Dish TV Group Collaborates with Amazon Prime to Offer Prime Lite Benefits to Customers

Amazon Prime Lite subscriptions to be available to eligible customers across the spectrum of Dish TV Group's offerings

MUMBAI, India—November 11, 2025— Dish TV, one of India's leading content distribution groups, has collaborated with Amazon Prime to bring Prime Lite benefits to its customers, underscoring its commitment to innovation, convenience, and customer value. This association spans Dish Group's entire ecosystem — DTH services, Watcho streaming platform, VZY Smart TVs, and extensive ISP partner network, under which eligible Dish customers will have seamless access to Prime Video's premium entertainment library of award-winning Indian and international Originals, blockbuster movies, and more, on a single device of their choice, in HD quality. Alongside unlimited entertainment, Prime members also enjoy shopping benefits like free unlimited Same-Day/Next-Day delivery on eligible offers, and early access to shopping events like Prime Day.

This partnership marks another milestone in Dish TV's journey of transforming home entertainment through technology, content, and convenience. With a strong presence across DTH and OTT, Dish TV's ecosystem includes its pioneering DTH brands - Dish TV and D2H, the Watcho OTT Super App, and the creator-driven FLIQS platform. The recent launch of VZY Smart TVs has further expanded its footprint into connected entertainment devices, offering viewers a complete, integrated experience. By integrating Prime Lite, Dish TV continues to deliver on its commitment to provide unmatched value, innovation, and entertainment to millions of Indian households, blending Dish TV's DTH legacy with next-generation streaming technology to deliver a truly seamless and immersive entertainment experience.

Prime Video offers consumers access to the largest selection of the latest and exclusive Indian and international movies and TV shows, award-winning Amazon Original series, stand-up comedy, most popular kids' shows, and more - all with the ease of finding what they love to watch in one place, with a world-class customer experience. The service includes titles available in multiple Indian languages alongside a diverse collection of international content making it India's most loved entertainment destination.

Prime Lite will be available to Dish TV customers in multiple ways:

Dish TV service	Prime Lite availability
Dish TV DTH customers	Through DTH & Watcho bundled multi-OTT plans
VZY SmartTV customers	Included with the purchase of the TV
Watcho OTT customers	As an add-on subscription
ISP partners	As a part of bundled broadband plans

Speaking about the collaboration, Mr. Manoj Dobhal, CEO and Executive Director of Dish TV India Limited, said, "Entertainment today is all about accessibility, simplicity, and personalization. Dish TV has always believed in empowering our viewers with the freedom to choose how and where they watch content. Partnering with Amazon Prime, renowned for its vast library of movies, series, and acclaimed Originals worldwide, strengthens our commitment to delivering world-class entertainment experiences across every screen. With this integration, we are bringing premium content, and cutting-edge technology together to make entertainment truly effortless and enjoyable for every Indian home."



“At Prime Video, our goal is to continuously enhance how customers across India discover and enjoy entertainment, across our extensive slate of Indian and international Originals, movies, and series,” said Shilangi Mukherji, director & head of SVOD Business, Prime Video, India. “Collaborating with Dish TV Group enables us to widen that reach even further, while also giving customers access to the added shopping and shipping value of Prime Lite, like free unlimited Same-Day/Next-Day delivery on eligible offers, and early access to shopping events like Prime Day and more.”

Through this partnership with Amazon Prime, Dish TV strengthens its commitment to redefining how India experiences entertainment — bringing together world-class content, cutting-edge technology, and unmatched value for every home.

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About Prime Video

Prime Video is a one-stop entertainment destination offering customers a vast collection of premium programming in one application available across several devices. On Prime Video, customers can find their favourite Indian and international original series, movies, TV shows, and more, across multiple languages – including Indian-produced Original series like *Paatal Lok*, *The Traitors*, *Panchayat*, *Dupahiya*, *Mirzapur*, *Farzi*, *The Family Man*, *Khauf*, *Dhootha*, *Jubilee*, *Dahaad*, *Citadel: Honey Bunny*, *Made in Heaven*, *Suzhal – The Vortex*, *Inspector Rishi*, *Poacher*, *Indian Police Force*, *Four More Shots Please!*, *Rainbow Rishta*, *Wedding.com*; Original movies like *The Mehta Boys*, *Maja Ma*, *Ammu*, *Mast Mein Rehne Ka*; popular global Originals like *Citadel*, *The Lord of The Rings: The Rings of Power*, *Citadel: Diana*, *Fallout*, *Reacher*, *The Boys*, *The Wheel of Time*, *Road House*, *The Idea of You*, *Red One*; some of the biggest post-theatrical films; direct-to-service films such as *Shershaah*, *Soorarai Pottru*, *Sardar Udham*, *Bawaal*, *Gehraiyaan*, *Jai Bhim*, *Jalsa*, *Sherni*, *Narappa*, *Sarpatta Parambarai*, *Kuruthi*, *Joji*, *Malik*, *Pippa*, *#HOME*, *Sharmajee Ki Beti*, *Girls Will Be Girls* and many more of such titles. Additionally, Prime Video’s video entertainment marketplace, offers customers programming from partners such as *Apple TV+*, *Lionsgate Play*, *Discovery+ Crunchyroll*, *BBC Player*, *Sony Pictures – Stream*, *MGM+*, *FanCode*, *Chaupal*, *Manorama Max*, *Eros Now*, *Hoichoi*, *Anime Times*, to name a few, via Prime Video add-on-subscriptions, as well as the option to rent movies, regardless of whether customers have a Prime membership or not. Customers can also go behind the scenes of their favourite movies and series with exclusive X-Ray access. Prime Video is one benefit among many that provides savings, convenience, and entertainment as part of the Prime membership. For more info visit www.amazon.com/primevideo.

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About Dish TV

Dish TV is India's leading content distribution Group with a robust presence across both Direct-to-Home (DTH) television and Over-the-Top (OTT) entertainment. For over 22 years, Dish TV has been a trusted household name, offering viewers a comprehensive entertainment experience through its multiple brands — Dish TV and d2h (DTH services), Watcho (OTT platform), FLIQS (exclusive digital content segment within Watcho), VZY (Integrated Smart TV's), and ShopZop (Brands-to-Shop (B2S) platform). With a 360-degree entertainment ecosystem encompassing content services, connected



devices, and OEM partnerships, Dish TV India delivers seamless access to the best of entertainment — anytime, anywhere, and on any screen. The Company recently expanded into the smart TV segment with the launch of VZY Smart TVs — an integrated range of connected televisions that blend Dish TV's DTH expertise with next-generation streaming experiences representing a new era of immersive, intelligent entertainment. Dish TV's in-house OTT platform, Watcho, continues to grow rapidly, bringing together more than 24 popular OTT apps with original, regional and international premium content. Backed by a vast distribution network of over 2,334 distributors and 158,000+ dealers across 9,500 towns, Dish TV India remains committed to innovation, accessibility, and customer satisfaction, supported by 24x7 multilingual customer service across 14 cities.

For more information, please visit: <https://www.dishd2h.com>

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