

## Dish TV Brings VZY Smart TVs Closer to Kerala Homes with Strong Retail Network

*Now available across leading retail stores including Nikshan, Pitappally, and Nandilath*

**Kerala, November 03, 2025:** Dish TV, India's leading content distribution company, announces the availability of its newly launched integrated Smart TV brand, VZY, which stands for *Vibe, Zone & You*, across key retail outlets in Kerala. Consumers can now experience the future of entertainment with VZY Smart TVs, available at leading stores such as **Nikshan, Pitappally, and Nandilath**, among others. The rollout is backed by a robust distribution network that extends to district-level retail, ensuring widespread availability and seamless access for customers across the state.

Kerala has always been a frontrunner in embracing innovation, known for its progressive outlook and tech-savvy audiences who deeply value quality and cultural connection. The state's consumers have consistently been early adopters of new technologies, from mobile innovations to smart home entertainment, making it a natural destination for VZY Smart TVs. With Kerala's vibrant family culture and deep love for cinema, VZY brings a perfect blend of live television and OTT experiences, redefining how families across the state connect, celebrate, and enjoy entertainment together.

**Commenting on the move, Sukhpreet Singh, Chief Revenue Officer, Dish TV India,** said, *"Kerala is a state that doesn't just consume entertainment, it celebrates it. From family movie nights to festive gatherings, screens here bring people together. With VZY, we're not just introducing another smart TV; we're introducing a smarter way to connect, to share, and to feel closer through entertainment. We believe VZY will resonate with Kerala's evolved audiences who appreciate meaningful technology, the kind that adds joy and simplicity to everyday moments."*

A smart entertainment companion that blends technology, design, and human connection. More than just a television, VZY is an entertainment universe that integrates Dish TV's trusted DTH expertise with next-generation streaming technology, offering consumers effortless access to both live and on-demand content like never before.

### Key Highlights of the VZY Smart TV Range:

- **Inbuilt Entertainment:** Select models feature an inbuilt DTH set-top box for **instant live TV + OTT integration**.
- **Range of Sizes & Technology:** From compact **32" HD** models to immersive **55" 4K UHD QLED** options.
- **Cinematic Display Excellence:** **Dolby Vision, HDR10**, up to **350 nits brightness**, and a **bezel-less design**.
- **Immersive Audio:** **Dolby Audio** across all models; premium variants come with **Dolby Atmos**.
- **Smart OS Advantage:** Powered by **Google TV 5 (Android 14)**, enabling seamless access to OTT platforms like **Netflix, Prime Video, YouTube**, and more.
- **Performance & Storage:** Up to **2GB RAM** and **32GB storage** for smooth navigation and app usage.



- **Affordable Options:** Available across price segments with **₹0 down payment** and **0% EMI** options.

With its launch in Kerala, Dish TV continues to strengthen its presence in South India and reaffirms its commitment to making next-generation entertainment simple, seamless, and accessible for every Indian household.

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#### **About Dish TV India Limited**

Dish TV 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. Dish TV India Limited 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 576 channels and services including 86 HD channels and 4 international channels along with 17 VAS services and 24 popular OTT apps. The Company has a vast distribution network of over 2,104 distributors & around 132,527 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](http://www.dishd2h.com)

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

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