



PRESS RELEASE

Dish TV Reinforces Value Proposition with Campaign Focused on Consistent, Hassle-Free Viewing

~Built on 'Kuch chhota sa karne par, life hogi behtar,' the campaign 'Always-On' highlights how a simple shift unlocks 190+ channels, lifetime free service, and a more reliable & uninterrupted TV experience~

India, 17 April 2026: Dish TV, one of India's leading content distribution company, has launched its latest advertising campaign built around the thought, 'Kuch chhota sa karne par, life hogi behtar.' Rooted in a simple, relatable insight, the campaign highlights how small, everyday decisions can meaningfully improve daily life especially when it comes to something as constant as television viewing.

At the heart of the campaign lies a clear consumer reality: a large number of households continue to depend on free-to-air channels but also wants flexibility to access enhanced content, often leading to inconsistent and fragmented viewing experience. Dish TV positions itself as a reliable, branded alternative—offering a more seamless and dependable way to access television content.

Through Dish TV, all existing and new users can access a wide selection of over 190+ channels, backed by a service experience designed to remain active and uninterrupted even in instances where recharge timelines are missed. This ensures a more reliable, flexible, and hassle-free viewing experience, removing the uncertainty often associated with conventional setups. The platform also enables a smooth transition to a more structured and dependable ecosystem, without adding complexity for users.

Additionally, the **Freedom Pack**, starting at ₹99, offers the flexibility to access enhanced content during key moments such as cricket seasons, school holidays, or festive periods.

The campaign, conceptualised by Enormous, comes alive through two master films and three short-format edits, all built around slice-of-life moments that are instantly relatable. Whether it's a husband going to great lengths to avoid disturbing his wife's sleep, or siblings negotiating over a window seat with a heartwarming compromise, the films bring out everyday situations with a light, humorous touch. Each narrative reinforces the central idea: sometimes, a small step is all it takes to make things better.

Mr. Manoj Dobhal, CEO & Executive Director, Dish TV India Ltd, said, "Dish TV has always been a customer-first brand, and that continues to guide us as we evolve with changing consumer needs. Television remains central to millions of households, and the need today is to make that experience simpler, more reliable and always accessible. With this campaign, we are building on a clear insight—that even small changes can unlock better everyday viewing. Our 'Always-On' service and the Freedom Pack are designed to offer uninterrupted access, greater flexibility, and control, while staying true to the trust we have built over the years."

Watch the campaigns here:

- 35 sec: <https://youtu.be/4I8OHHSbFfg>

- 35 sec: https://youtu.be/r_kO8VnxBWg



The campaign is being amplified through a 360-degree rollout across television, digital platforms, on-ground activations, point-of-sale materials (POSM), Google Display Network (GDN), and influencer-led initiatives to drive deeper engagement across key markets.

With this campaign, Dish TV continues to build on its legacy while adapting to evolving viewing habits, reinforcing its position as a dependable and flexible choice for households seeking uninterrupted entertainment.

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 to the customers. 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.

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

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