



PRESS RELEASE

Dish TV Launches 'VZY Entertainment Ecosystem' to Simplify India's Evolving Entertainment Experience

~A connected entertainment ecosystem bringing together Streaming Platforms, live TV, and premium smart viewing into a single seamless experience across mobile and Smart TV under one unified platform~

India, 15 May 2026: As entertainment consumption in India rapidly evolves across multiple apps, devices, and screens, consumers are increasingly seeking a simpler and more connected viewing experience. Addressing this growing shift, Dish TV India Ltd. today announced the launch of **VZY**, India's first integrated connected entertainment ecosystem designed to unify streaming, live TV, and pay-per-view premium content into one seamless experience.

Today's entertainment landscape has become increasingly fragmented and complex. A typical household now navigates multiple devices like Smart TVs, DTH connections, streaming sticks along with separate apps and subscriptions for every entertainment service. With content scattered across numerous platforms, consumers are burdened with many apps, many bills, different renewal cycles, and disconnected viewing experiences. Finding something relevant to watch often becomes time-consuming, involving endless searching, app switching, and discovery fatigue. Entertainment is meant to be enjoyable and effortless.

VZY is designed to cut through the clutter with a two-layer ecosystem that connects streaming, live TV, and screens in a way no platform in India has done before.

VZY is built on a single conviction: entertainment should never feel like work. The platform brings together live TV, streaming services, creator-led content, and AVOD programming into one integrated ecosystem, accessible across mobile and Smart TV without fragmentation. One sign-in. One bill. One place that finally holds it all in view.

The VZY Ecosystem: One Experience, Every Screen, All Content Possible - VZY operates across two interconnected layers:

VZY Streaming Platform: A unified entertainment platform that aggregates 29+ streaming applications (as of now, more to be added soon), live TV channels, creator-led content, and AVOD content under one roof. The platform is focused on simplifying content discovery and navigation through smarter search capabilities, helping consumers reduce search fatigue, reduce search time, and discover trending & relevant content more efficiently across multiple entertainment platforms.

VZY Smart TV Ecosystem: Bundled with live TV channels and access to streaming applications, VZY Smart TV, a premium QLED 4K Smart TV experience powered by the Google TV ecosystem, featuring Dolby Vision and Dolby Atmos audio-visual quality. VZY Smart TVs deliver a cinema-grade entertainment experience from the moment they are switched on.



Speaking on the launch, Manoj Dobhal, CEO and Executive Director, Dish TV said, “India’s entertainment consumer doesn’t want another app they want an experience that just works. VZY is built on that insight. We’ve combined the power of a smart streaming platform with a premium Smart TV ecosystem to deliver something the Indian market has never seen: a connected entertainment experience that travels seamlessly from your phone to your living room. The brand VZY is not just another platform it’s a signal that we are building something much bigger. We are redefining how India watches content.”

Sukhpreet Singh, Chief Revenue Officer, Dish TV, added, “Entertainment consumption today demands experiences that are seamless, flexible, and accessible across devices. The VZY Entertainment Ecosystem combines streaming platforms, live TV channels, and premium smart viewing under one integrated platform, helping consumers spend less time searching and more time watching. By focusing on easier navigation, smarter discovery, and a stronger bundled value proposition, we aim to deliver a more connected entertainment offering for Indian households.”

VZY's launch is supported by a new integrated campaign running during the IPL season, centered on the growing demand for simpler, more connected entertainment experiences. The campaign brings the core insight to life across digital and linear channels, emphasizing the end of app-switching fatigue and the beginning of seamless discovery.

TVC link: <https://www.youtube.com/watch?v=vnXDqO896ho>

With over 22 years of consumer trust, Dish TV India continues to strengthen its position across DTH television, OTT entertainment, connected devices, and smart entertainment offerings. The launch of the VZY Entertainment Ecosystem marks another step in Dish TV’s journey towards building future-ready entertainment experiences for modern Indian consumers.

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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