



PRESS RELEASE

Dish TV Reinforces South India Focus with Language-first Entertainment and Seamless Viewing Access

~ New offering combines affordable access, language-first entertainment, and uninterrupted viewing experiences for South Indian households ~

India, 18th May 2026: Reinforcing its commitment to one of India's most engaged and culturally diverse entertainment markets, Dish TV India Ltd. today announced an enhanced South India offering built around regional language preferences, affordable entertainment access, and seamless everyday viewing experiences for households across the region.

Designed specifically for evolving consumer viewing habits, the new offering introduces regional language-led packs starting at just ₹149 per month, bringing together a strong mix of entertainment, movies, regional programming, and sports content curated for South Indian audiences.

South India continues to remain one of the country's most vibrant television markets, where entertainment consumption is deeply connected to language, cinema, family viewing, and local storytelling. Across Tamil, Telugu, Kannada, and Malayalam-speaking households, audiences continue to show strong loyalty towards regional entertainment experiences, with television remaining central to daily household engagement.

Recognising these evolving preferences, Dish TV's enhanced offering has been designed to simplify access to relevant content while delivering greater convenience, continuity, and value for consumers. The entry pack starts at ₹149 per month and offers a strong mix of entertainment and sports channels. The base offering includes over 225 channels including 36 plus Tamil language channels, while Telugu, Kannada and Malayalam packs each offer 30 plus channels curated around everyday household viewing preferences. A strong mix of regional entertainment, movies, daily programming, and sports content with the simplicity to customise their pack as per the need.

As part of the enhanced experience, Dish TV has also introduced its 'Sports Always-On' feature, ensuring viewers continue to stay connected to key sporting action even during recharge gaps or temporary service interruptions.

Built around everyday viewing behaviour, the offering aims to deliver a more seamless and uninterrupted entertainment experience for households that value simplicity, accessibility, and consistent access to the content they love.

Speaking on the announcement, Manoj Dobhal, CEO and Executive Director, Dish TV India Ltd., said, "South India has always been an extremely important market for Dish TV, shaped by strong language preferences, deep-rooted entertainment culture, and highly engaged family viewing habits. With our new packs starting at ₹149, our focus is to make quality entertainment more accessible and more aligned with how consumers across the region watch television today. without worrying about missing action due to recharge gaps or temporary disruptions. Our broader focus remains on making entertainment simpler, more seamless, and consistently connected entertainment experience across their favourite content in their preferred language."



Sukhpreet Singh, Chief Revenue Officer, Dish TV India Ltd., added, “Consumers today are looking for value, convenience, and entertainment experiences that reflect their language and viewing preferences. Our enhanced South India offering has been designed around these insights — combining affordability, strong regional content choices, and uninterrupted access into a single consumer-first proposition. The idea is to make everyday entertainment simpler and more accessible for households across the region.”

With this enhanced regional strategy, Dish TV India Ltd. continues to strengthen its long-term commitment towards delivering more personalised, language-led, and consumer-centric entertainment experiences across South India while deepening engagement in one of India’s most dynamic television markets.

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>

For media queries, please contact

Hirdesh Agarwal | hirdesh.agarwal@dishd2h.com | Dish TV India Ltd