

## PRESS RELEASE

### DishTV delights their subscribers during Gujarat Elections

Offers free telecast of 4 Gujarati news channels

**30<sup>th</sup> November'17, New Delhi:** Elections offer a feast of political news for the viewers; in the wake of Gujarat elections starting 9<sup>th</sup> Dec'17, DishTV, Asia's largest DTH brand, has enabled their valued subscribers to get the latest updates & analysis and offered select news channels free to all its existing & new subscribers. This is yet another consumer friendly move by DishTV wherein the subscribers will be able to enjoy uninterrupted election news, views, latest trends and analysis.

**Free Preview of following Gujarat News channels will be available from 1<sup>st</sup> Dec'17 to 15<sup>th</sup> Dec'17:**

- Zee Kalak
- ABP Ashmita
- ETV News Gujarati
- TV9 Gujarati

**Speaking on the initiative, Mr. Sukhpreet Singh, Senior Vice President- Marketing, DishTV said,** "India has been witnessing a lot of excitement and action around elections since last few years. With the renewed interest levels, people today are tracking political developments more closely than ever. Being a leading DTH service provider in the country, we feel it is our responsibility to bring to our subscribers an uninterrupted overview of the upcoming Legislative Assembly Elections in Gujarat. The free preview of news channels will empower our subscribers to be part of the electoral process right from the run-up to the results."

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

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of the Essel Group. Dish TV has on its platform more than 622 channels & services including 39 audio channels and over 66 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 864 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,108 distributors & over 290,180 dealers that span across 9,291 towns in the country. Dish TV has thirteen 24\* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

#### **For further information pls contact-**

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