



DishTV introduces Dance Active Service

15th Nov'17, New Delhi: DishTV, Asia's largest DTH player, has set the stage for millions of aspiring dancers of the country to pursue their passion by launching the new 'Dance Active' service on their platform. With this introduction DishTV will enable its strong subscriber base of 15.7 million (Net) to actively follow their interests and go beyond conventional TV Entertainment. DishTV continues its legacy of enhancing subscriber experience by providing such unique services.

Dance Active, the latest addition to DishTV's exciting pool of active services will provide dancing lessons to all the dance enthusiasts and enable them to learn different dance forms in the comfort of their living rooms.

Powered by 'Dance with Madhuri', Dish TV's Dance Active service will provide 100+ hours of dance content. Subscribers can choose any dance form as per their choice and preference from a repertoire of Dance styles ranging from Indian Classical like Kathak, Bharatanatyam, to Western forms like Jazz, Contemporary, Hip Hop, Salsa, Bachata and freestyle Bollywood. With the support from gurus such as **Pt. Birju Maharaj, Saroj Khan, Terence Lewis, Remo D'Souza** and other renowned choreographers from India, Dance Active aims at becoming a one stop destination for learning all kinds of dance forms giving it a truly global appeal.

"Speaking about the new active service, Mr. Anil Dua, Group Chief Executive Officer DishTV said "DishTV stands for quality and commitment, and being the largest DTH brand in the country, we believe in providing a wide range of content and services to our subscribers and enriching their experience. The launch of Dance Active service is yet another step by us to enhance our value added services (VAS) portfolio and cater to a wider audience set. Having received very positive response from our earlier active services, we take immense pleasure in announcing the launch of this service which will offer an opportunity to the subscribers to learn and indulge in the magic of dance simply through their television screens"

Commenting on the launch of Dance Active, Mr. Sukhpreet Singh, Senior Vice President, DishTV said "Dish TV is the largest platform which enables subscribers to go beyond entertainment and actively pursue their passions. DishTV's partnership with 'Dance with Madhuri Dixit' provides a fascinating opportunity for subscribers to learn from and match their steps with some of the best choreographers in the country. We are happy to have collaborated with Ms. Madhuri Dixit and her magnificent team as Madhuri Dixit is a renowned personality of Bollywood and an iconic dancer in India."

Commenting on Dance with Madhuri's association with DishTV's Dance Active Service, Madhuri Dixit said, "Our vision for Dance with Madhuri is to take the passion of dance to everyone and we believe our collaboration with Dish TV will ensure that millions of people can



now learn how to dance right in their living rooms. We put in a lot of effort to create an amazing team of choreographers who help us bring this vision to life. So excited to launch this service!"

Dance Active will be available on **Channel No. 454** at an attractive price of just Rs.45 (All inclusive). The service will be available for free preview from 14th Nov'17- 28th Nov'17. Valued subscribers of DishTV can avail Dance Active service by a simple missed call on 18002700214 from registered telephone number.

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*

About DWM:

What do you get when you combine brands with 30 years of hindi cinema experience with 30 years of technology and medical experience? RnM Moving Pictures Pvt Ltd. represents the efforts of its founders, Shriram Nene and Madhuri Dixit Nene (RnM).

RnM now presents, 'Dance with Madhuri'TM (DWM), the world's first celebrity backed dance initiative. With Gurus like Pt. Birju Maharaj, Saroj Khan, Terence Lewis, Remo D'Souza and a host of renowned choreographers from all the popular dance shows, DWM stands strong. 'Dance with Madhuri' was built and nurtured as a lifelong dream of Madhuri Dixit - Nene, to teach the world to dance.

For further Information, please contact:

Hirdesh Agarwal | corporate communication | hirdesh_a@dishtv.in

Ankita Sharma | Corporate communication | ankita_sharma@dishtv.in