

PRESS RELEASE

DishTV upgrades progressive Indian families to HD, automatically

- Announces 'Har Dish HD' where HD channels are being given with every DishTV pack
- Brings alive the excitement around HD clarity and bonding within the family
- Showcases the relationship & changing dynamics within contemporary Indian families



Delhi, 12th October'2017: As they say "It's all in the Vision". Keeping a long-term view, DishTV, India's most trusted DTH brand has taken a revolutionary step with the launch of its "**HD for all**" initiative thereby breaking barriers that made HD niche and effectively making it a mass product. While market charges access fee to provide HD channels, DishTV will now give the access to popular HD channels to all subscribers. This move takes away all inhibitions involved in switching from SD to HD, bridging the gap between both subscribers.

Extending this initiative on holistic HD viewing experience, DishTV **has unveiled its new TV campaign 'Har Dish HD'**. The new TVC featuring Shah Rukh Khan effectively communicates DishTV's innovative proposition of offering HD channels along with all its popular packs starting as low as **Rs.169+ taxes**.

The TVC is set in a typical Indian household where all decisions keep family at the centre and the woman of the house is involved. The TVC opens with the man of the house boasting about taking a new DishTV connection with HD for the family. The USP of 5 times better picture quality than a standard resolution quickly grabs everyone's attention except for the mother who is concerned that her son has got something expensive. While the protagonist claims that no expense is enough for the family, the exciting reality of it actually being at no extra cost is laid bare by an ad coming on TV where **Shah Rukh Khan** reveals DishTV's new **HD for all** initiative wherein all DishTV customers will automatically get HD.

Speaking on the Occasion, Mr. Anil Dua, Group Chief Executive Officer, DishTV said, "DishTV has never left any stone unturned to provide the best entertainment to its valued subscribers. Our new initiative of "HD For All" now goes further with an insightful and entertaining AD campaign "Har Dish HD". With this, we bridge the barrier between Standard and Hi-definition viewing by

taking HD to everyone. This is in sync with our vision of expanding HD experience and ensuring its accessibility for all. The campaign takes the conversation of having HD to the living room of the Indian family. Our latest television advertisement showcases not only how DishTV brings the entire family together but also how it raises the quality of their entertainment experience. “

Speaking about the new TV campaign DishTV's Senior Vice President, Marketing, Mr. Sukhpreet Singh says, “HD space has been fast evolving and is seeing tremendous growth opportunities. With our focus on HD, the new TVC encourages people to experience HD without having to pay anything more. The launch of **HD for all** initiative will lead to several first-time trials of HD and subsequently lead to upgradations. Presence of Shah Rukh Khan gives an added thrust to the campaign who effectively delivers our tagline “Har Dish HD.”

The campaign is targeted at young decision makers of the house who aspire for HD but are restricted by their perception. And now with every DishTV connection enabling HD viewing, DishTV TVC informs them that HD is now available “Automatically”.

The film, which is conceptualised by the ad agency Enormous Brands, celebrates the relationship between various members of a family and brings alive the concept of watching TV together. The campaign will be spread across all media – TV, Print, Online and Outdoor.

“Television has always been the centrepiece of all household conversations and gatherings. When people sit together, many interesting family dynamics create a new story every day. We wanted to capture such interesting scenarios to tell a story about the product. The HD offering finds natural traction in today's progressive households and the various stories that unfold around this product offering, form the basis of this campaign.” **Said, Mr. Ashish Khazanchi, co-founder, Enormous Brands**, the agency behind the communication.

Storyboard of the Ad

The film opens on the husband who is excitedly calling out to his family. When asked by his dad, the wife interjects that they have taken a DishTV connection as suggested by her. The husband quickly adds to it and announces that he has gone a step further and taken HD connection of DishTV. Everyone including father, wife and the kid are excited with the news. The husband turns to his grandmother and clarifies that HD has 5 times better picture quality. The mother now walks out to the living room and has a concern about HD being an expensive affair. The husband provides an assurance to her in a dramatic fashion that nothing is too expensive for the family. The husband now has the attention of the entire family and switches on the TV. To his embarrassment DishTV ad is playing on TV with SRK in it who declares that with every DishTV connection, subscribers will get HD automatically. Listening to this, the family's expression changes as if they have caught the husband's lie. The husband also now has an embarrassed look as SRK continues to tell that HD now comes at SD cost. The TVC ends with the product details with SRK concluding '**Ab Har Dish HD**'.

Here is the YOUTUBE link of our TVC -

<https://www.youtube.com/watch?v=rM1qcBDZXEI&feature=youtu.be>

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

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