

PRESS RELEASE

Explore every facet of Astrology at home with DishTV

Launches 'Jyotish Duniya' Active Service

New Delhi, 03rd January'18: Ringing in the New Year with fresh hopes and aspirations, DishTV, Asia's largest DTH brand, has added a new active service 'Jyotish Duniya' to its pool of Active services. Powered by 'Dominiche Productions', Jyotish Duniya active service is available to DishTV's valued subscribers.

This service provides a plethora of never seen before, interesting, intriguing & extremely engaging astrology program content to DishTV's subscribers. With the introduction of this new Astro genre in VAS domain is a proof that the company is committed to deliver the best content apart from usual linear channels. The content is presented by the-renowned Indian astrology experts who also provide consultations to Bollywood & TV stars, prominent business & sports personalities and politicians.

Speaking on the launch of the new active service, **Mr. Sukhpreet Singh, Senior vice president** said, "After having received a positive response to our earlier services, we take immense pleasure in announcing the launch of Jyotish duniya Active Service. This service will offer an opportunity to our subscribers to learn and indulge in the unseen and unknown aspect of Jyotish (Astrology) simply through their television screens. DishTV stands for quality and is committed to ensure that their subscribers enjoy the finest content. In order to provide maximum and best of content; DishTV's latest addition of Jyotish Duniya is a great way to bring the most popular astrology content to subscribers".

Dish TV's Jyotish Duniya Powered by 'Dominiche Productions', service covers the Astro genre most comprehensively. With over 400 top Astro experts across India and over 900 hours of programming content, the service aims at taking the Astro infotainment to greater heights. The episodic content is designed to simplify the various Astro sciences and present them in an interesting manner to the viewers. The experts featured on Jyotish Duniya are renowned in their respective fields. Jyotish Duniya will feature iconic astrology experts like Munisha Khatwani, Roop Lakhani, Neel Choksi, Swami Jaganath, & many more.

Speaking on the launch, Mr. Adarsh Gupta, Director DOMINICHE PRODUCTIONS said, "We at Dominiche Productions have meticulously built the strongest dedicated channel offering in the Astrology genre. Having signed up the very best Experts across all possible domains of Astrology, we are confident to be able to delight audiences with everything Astro, across the country. We are delighted to partner with India's largest DTH platform Dish TV to fill in a much awaited gap in the market".

Jyotish Duniya is a 24X7 service that will take subscribers through to all disciplines of astrology from Face Reading, Palmistry, Vastu Shastra, Runes, Fengshui, Chakra and Aura, Kundali, Gemology and Rudraksha, Healing, Chinese Astrology, Tarot and Angel Card Reading, Signature and Business Card analysis etc.

The service will be available for a free preview on Channel no. 129 from January 2, 2018, till January 17, 2018 post which the subscribers would have to pay Rs.40 plus taxes per month.

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 1,946 distributors & over 291,200 dealers that span across 9,402 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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