



## PRESS RELEASE

### **Dish TV India Limited launches Tamil Movie Service ‘Thirai Ulagam’ on its Videocon d2h platform**

*Completely ad-free Tamil value-added service to air popular Tamil movies*

**Noida, April 25, 2018:** Dish TV India Limited, the world’s largest single-country DTH brand, expanded the value-added services portfolio on its Videocon d2h platform with the introduction of a **new Tamil Movies Service – Thirai Ulagam**. With this addition of Thirai Ulagam, Dish TV India Limited has launched its first-ever Tamil value-added service.

The service will provide non-stop entertainment with back-to-back popular Tamil movies without any advertisements. The launch of Thirai Ulagam is being driven by the key factor of movies being the primary source of entertainment in southern markets especially Tamil Nadu. With TV digitization currently under progress, this latest service will serve as a clear differentiator for Dish TV India Limited in the state and will help explore the immense market potential. Dish TV India Limited, plans to enhance its reach to the growing local and hyperlocal markets through its Videocon d2h platform.

**On the launch of Thirai Ulagam, Mr. Anil Dua, Group CEO – Dish TV India Limited said,** “Tamil Nadu, is a big market for us and has always been at the centre of our customer centric strategies and offerings. Films and Tamil Nadu are virtually inseparable with a huge viewer base present throughout the state. In addition to significantly enriching our Tamil content, the launch of ‘Thirai Ulagam’ signals the start of a series of new initiatives that we plan to take for strengthening our position in the southern state.”

**Speaking at the launch, Mr. Sugato Banerji, Head – Marketing, Videocon d2h added,** “Our existing English and Hindi movie based value-added services (VAS) have continued to entertain our customers and have been the best sellers in our portfolio. Thirai Ulagam marks our first regional movie VAS and will add a new dimension to our entertainment services. We are confident that our vast Tamil customer base will find the new offering attractive and engaging.”

Thirai Ulagam will be available for Videocon d2h subscribers on Channel No. 601 at a subscription fee of Rs.10 (Plus 18% GST).

Dish TV India Limited is committed to provide the best of entertainment and excellent TV viewing experience to its viewers across all regions. The addition of ‘**Thirai Ulagam**’ on Videocon d2h will cater to the needs of Tamil subscribers across India for complete entertainment in their preferred language.



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

Dish TV India Limited is India's biggest and amongst the world's largest (single country) direct-to-home (DTH) Company with a subscriber base of more than 29 million. The Company is part of the Essel Group, an Indian multinational business conglomerate having diverse business presence across Media, Entertainment, Packaging, Infrastructure, Education, Precious Metals, Finance and Technology sectors. Dish TV India Limited owns multiple individual brands like Dish TV, Zing and Videocon d2h under its umbrella. The Company benefits from multiple satellite platforms including NSS-6, Asiasat-5, SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1422 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 655 channels & services including 40 audio channels and 70 HD channels & services. The Company has a vast distribution network of over 4,000 distributors & around 400,000 dealers that span across 9,450 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call-centres that are spread across 22 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit [www.dishtv.in](http://www.dishtv.in)

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