

PRESS RELEASE

Dish TV India holds Grand Finale of M&E and Broadcasting industry's first ever Hackathon

Team CoDish from Hyderabad claims Dish-a-thon title

India/Bangalore, June 18, 2018: Dish TV India Limited, world's largest single country DTH company, concluded India's first and largest M&E and Broadcasting industry hackathon '**Dish-a-thon**' on Sunday with a 30-hour finale at CoWrks, Bangalore. 30 teams competed in a thrilling battle of innovation, creativity and technical skills for over two-days to resolve challenges and come up with constructive solutions to advance digital transformation for great customer experience. Team CoDish from Hyderabad won Dish-a-thon after a grueling round of live demo and Q&A session with judges from Dish TV India.

Dish-a-thon, powered by IncubateIND, is a unique hackathon aimed at inviting disruptive ideas covering path-breaking technologies like Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR) and Big Data and witnessed spectacular participation of more than 1000 talented teams of young innovators, startups, students, developers, designers and data scientists across India.

On the occasion, **Mr. Anil Dua, Group Chief Executive Officer, Dish TV India**, said, "We are enthralled with the success of Dish-a-thon and the overwhelming response from diverse set of participants. The innovative solutions coming out of this conglomeration of brightest of the minds will propel the Media & Entertainment industry towards robust and reliable technological advancements. Dish TV has been committed to turn innovative ideas into revolutionary real-world solutions for the benefit of customers and the industry, as a whole."

Speaking at the occasion, **Mr. V K Gupta, Chief Technical Officer, Dish TV India**, said, "We welcome all designers, developers, professionals, students and wizards to join hands to create the future of M&E and Broadcasting industry using diverse themes as well as their own disruptive ideas. **Dish-a-thon** serves as a platform that creates critical solutions having wide impact based on absolute creativity. We wish to continue our journey towards transforming television viewing experience and develop innovative products in the broader tech ecosystem."

Delighted at the grand finale, **Mr. Sukhpreet Singh, Corporate Head – Marketing, Dish TV India**, said, "It's an industry first initiative being done at this scale and depth that encourages innovation in DTH Industry to introduce fresh ideas to create new products and drive digital transformation. Bangalore, the silicon valley of India, is a technology hub and we saw avid participation from tech professionals that marks great success for our initiative. **Dish-a-thon** provides a great opportunity to innovators to enhance the present television viewing experience and also to sow the seeds for future disruptions in this industry."

Excited on the strong partnership with Dish TV India, **Samkit Sharma, Co-founder of IncubateIND** said, "We are proud to partner Dish TV, the pioneer in DTH industry in the inaugural year of Dish-a-thon. Dish TV has always been at the forefront of development with its path-breaking initiatives and the most



receptive brand who has imbibed innovation in its culture. We really hope that some of the ideas that will come from this Dish-a-thon will be accepted and worked upon by the leadership team of Dish TV".

Dish-a-thon was open for individual team of developers and startups. Dish TV along with IncubateIND shortlisted 30 teams for the 30-hour open-format grand finale. During the grand finale, participants got an opportunity to interact with industry experts and work with mentors to co-create and co-develop. The winners will be recognized through certifications and cash rewards and will also stand a chance to start a strategic engagement with DishTV. The second grand finale will take place in New Delhi on June 23 & 24, 2018. Please visit [dish-a-thon](#) for further details.

About Dish TV India Limited:

Dish TV India Limited is India's largest direct-to-home (DTH) Company with a subscriber base of more than 23 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 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

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