



## PRESS RELEASE

### **DishTV strengthens its presence in Tamil Nadu Market; Introduces new packages and doubles its channel count in the Tamil language**

- Now offers 65+ popular Tamil SD and HD channels in Tamil Nadu
- Launches 5 new base packs in Tamil language, with exciting offers
- Rolls out new 360-degree Tamil ad campaign titled “Surprise Machi” to give freedom of choice to Tamil customers

**Chennai, 28 June 2018:** Dish TV India Limited, world’s largest single-country DTH Company, strengthens its presence in Southern India, especially in Tamil Nadu, with the launch of five new exciting packages and doubling its Tamil language channel counts on its DishTV DTH platform. DishTV now offers 65+ Tamil language channels on DishTV platform in Tamil Nadu. To reach out to new customers, Dish TV will roll out a 360-degree advertisement campaign “**Surprise Machi**” in Tamil Nadu to give freedom to choose from its exciting channels bouquet.

In Tamil Nadu, DishTV is offering 5 new simplified base packs basis on the language you speak which includes Classic Joy for Regional subscribers, Premiere Joy for Multi-Regional subscribers, Premiere Hindi for Regional & Hindi subscribers, Premiere World for Regional & English subscribers and Supreme World for Regional + Hindi & English subscribers. These packages are based on consumer needs for multi-lingual content consumption catering to varied taste in genres of Tamil audiences.

Furthermore, Dish TV will launch a 360-degree ad campaign entitled “**Surprise Machi**”, which amplifies the varied offerings by DishTV that will leave customers surprised with its packages and freedom to choose from existing channels. The campaign focusses on the benefit of having the choice of hand-picking channels based on customers entertainment needs. Tamil customers now have the ability to choose the entertainment of their choice at a minimal price of Rs 8.5 per SD channel per month as part of DishTV’s initiative ‘**Mera Apna Pack**’ on their base pack. With simplified packaging basis the needs of multi-lingual audience and providing highest number of Tamil Channels i.e 65+, DishTV is bringing best of the entertainment options to its customers in Tamil Nadu.

Commenting on this new development **Mr. Anil Dua, Group Chief Executive Officer, Dish TV India Limited, said,** “Tamil Nadu is a very important market for DishTV and it offers huge opportunities for us to build the new customer base. Currently, the Tamil Nadu market is going through digitization and we want to leverage this opportunity to increase our foothold in the market. With many more Tamil language channels on our platform, we plan to significantly increase our customer base in Tamil Nadu. Our new packages are especially designed to cater to customers with primary and secondary language preferences. These packages offer value, affordability and unlimited entertainment options while empowering customers to only pay as per their needs and for what they like to watch.”

Speaking to the media, **Mr. Sukhpreet Singh, Corporate Head – Marketing, Dish TV India Limited, said,** “We are happy to announce that now DishTV is offering 65+ popular Tamil language channels on DishTV platform, doubling our channel count in Tamil language. To give freedom to choose and customized content, we have launched 5 new exciting packages for our Tamil Nadu customers. We firmly believe in



freedom to choose and with our new Tamil Ad campaign “Surprise Machi”, we have reiterated the same message.”

**New offers for Tamil Nadu along with the benefits are:**

Target Audience	Pack Name	Pre-tax price	No. of Channels & services
Regional	Classic Joy (With 1 regional language )	140	175+
Multi-Regional	Premiere Joy (With 2 regional languages)	177	271+
Regional + Hindi	Premiere Hindi (With 1 regional language)	177	206+
Regional + English	Premiere World (With 1 regional language)	228	233+
Regional + Hindi + English	Supreme World (With 1 regional language)	262	291+

Additionally, power add-ons will be available with new base packs mentioned above. The subscribers will get an option to choose extra regional add-ons available @ Rs 8.5 + tax with all packs except Classic Joy.

**New power add-ones available in Tamil Nadu mentioned below:**

Segment	Content	Pre-tax
Supreme Kids	All Kids Entertainment	42
Supreme Infotainment	AI Infotainment & lifestyle	42
Premiere Sports	Sports	42
Classic Sports	Sports	42
Regional add-on (available with all except Classic Joy)	All channels of 1 Regional add-on	8.5

**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](http://www.dishtv.in)

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