

PRESS RELEASE

DishTV tie up with ABP Ananda for Durga Pooja

~rolls out multimedia campaign~

27th September'17 Kolkata: in order to add to the festivity fervor, DishTV Asia's largest DTH brand has undergone various activities at west Bengal in association with ABP Ananda. DishTV has come up with the campaign "Every home HD home" to amplify the HD reach.

This is the 360 campaign which comprises of Digital, social media, broadcasting, radio and Pandal Branding. Which is an extension to their HD offer "Every home HD home". This comprises of 26 HD channels at just Rs 84 (plus 18% GST). Family HD has 26 HD channels which offers Complete Hindi GEC, Hindi Movies, Hindi Music, Kids, Infotainment & 1 North Regional Add On.

Speaking on the occasion, Mr. Sukhpreet Singh, Senior Vice president Marketing said- "Durga Puja is one of the most auspicious festivals that is celebrated with great fervor, and we are happy to announce our special HD offer. With users aspiring for HD channels, this move is to encourage them to embrace HD channels at the most minimal costs. We believe that our 360 degree campaign in West Bengal will not only enhance the user experience but will amplify their viewing experience too."

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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