

PRESS RELEASE

DishTV announces path-breaking 'HD access for all' to break the 'HD access fee' barrier

- Revolutionizes HD viewing by introducing 'HD for all initiative' for its subscribers
- Unveils the new Set top boxes which are all HD enabled
- Aims at boosting revenues by expanding HD consumption

New Delhi, September 24, 2017: In sync with the vision of expanding HD TV experience and making it accessible to all, DishTV Asia's largest DTH brand announced path-breaking offers and initiatives. As part of its festive announcement, DishTV has launched an unprecedented '**HD for All initiative**'. While competition/ market charge access fee to provide HD channels, DishTV will now give popular HD channels access to all subscribers. DishTV also unveiled its new generation HD STB (Set top Box), 'DishNXT HD'. With this move, all boxes provided by DishTV are now HD enabled to eliminate the SD- HD divide. All these efforts are aimed at empowering subscribers to enjoy and embrace HD experience.

This is a further step up in customer initiatives, which the company started with the partial adoption of TRAI tariff order. HD access for all follows the recent launch of '**Mera Apna Pack**' that allowed customers to choose their favorite HD channel for just Rs. 17 + GST. This is in line with TRAI objective of empowering consumers and providing content as per customer choice. With this innovative proposition, DishTV becomes the first DTH player in India to offer HD channels with all its popular packs. Now effectively for as low as at Rs.169+ tax, customers can experience HD viewing.

Extending a holistic HD viewing experience, DishTV also unveiled its new generation cardless Set Top Box, DishNXT HD. With the ability to give 5 times better picture quality, whole new User Interface and graphics and multilingual support, the new box comes equipped with an integrated smart chip technology to enable users to interact and tune-in to their television in a smarter way. The cardless feature eliminates the need of a separate viewing card for clutter free experience and faster performance.

Speaking on this mega announcement, Mr. Anil Dua, Group Chief Executive Officer, DishTV said, "HD space has been fast evolving, making significant in-roads into Indian households. With a sharp focus on HD, this move aims at bridging the gap between the SD and HD subscribers and taking away the inhibitions involved in switching from SD to HD. Our endeavor is to increase affinity with our audiences by providing them HD viewing experience. This launch of 'HD for all initiative' and also the new DishNXT HD STB will lead to a rapid rise in HD consumption. It will also encourage subsequent upgradation to full HD experience, thereby expanding overall HD viewership and boosting our revenues."

At present, there are 12.8 million HD households. With the potential of having 25-30 million HD subscribers in the next five to six years, this presents a huge opportunity for DTH players.

Speaking on the new product, Mr. Sukhpreet Singh, Senior Vice President, Marketing, DishTV said, "As part of our festive offering, this latest innovation has been designed keeping in mind the evolving needs of our discerning customers and to enable an end to end entertainment experience. With new clean, intuitive user Interface, fast navigation and ease of controls, DishNXT HD is a game changer in the Direct to Home entertainment, offering unmatched HD TV viewing experience."

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 615 channels & services including 30 audio



channels and over 67 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 1,976 distributors & over 261,211 dealers that span across 9,363 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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