

DishTV adopts the “game changer” tariff order of TRAI

2nd August’17 New Delhi: DishTV Asia’s largest DTH brand has announced an entertainment bonanza for its valued subscribers and also partly adopts TRAI’s new Tariff Order, which is in litigation by vested interests, who do not wish to be regulated ‘now’ by the regulator, after dancing to the tune for last one decade.

DishTV launches a first of its kind initiative in the industry “**Mera Apna Pack**”, at just Rs. 8.5/- per channel, reflecting the true spirit of value, affordability, reachability, and empowering customers with the **freedom of Choice**.

“**Mera Apna Pack**” initiative provides subscribers the ultimate flexibility of channel selection to curate the best suitable pack. Customers can opt for *popular channels* by just paying Rs. 8.5/- per channel over and above the basic service pack. Customers can also choose popular ‘High Definition’ channels priced at Rs.17/- per channel.

Speaking on the occasion, Mr. Anil Dua, Group Chief Executive Officer, DishTV said, “We are delighted to announce the "Mera Apna Pack" initiative for our esteemed customers and enable them to exercise the freedom of choice in viewing their favorite television content. While ‘Freedom of Choice’ has been claimed for many decades, this initiative will truly empower consumers to choose from amongst the bouquet of channels and pay for only those channels that they would like to watch. This will also be in tune with TRAI’s new TARIFF regulations, an attempt to make channel pricing flexible yet affordable.”

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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