

PRESS RELEASE

~DishTV pays tribute to Indian Armed Forces~

~ Launches special offers for Jawans~

New Delhi, January 16, 2016: There is no greater love, than the love for one's country. As India celebrated the 69th Army Day on 15th January, DishTV paid tribute to the valour, indomitable spirit and determination of the brave soldiers of the Indian Armed Forces.

DishTV is the biggest DTH player with the largest network. Its network even reaches far-flung areas where the jawans of the Indian Army are posted. Highlighting this strength, DishTV has launched a campaign under the aegis 'Jahan Desh ke Rakshak wahan tak DishTV.'

Saluting the spirit of The Indian Armed Forces – DishTV, Asia's largest DTH service provider has also announced special offers. The offers that are extended on the occasion of Army Day, give distinct benefits to the jawans of the Defence and Paramilitary forces and their families, to avail discounts on DishTV connections under the 'Jai Jawan' scheme. Under this scheme, on new acquisition of SD or HD connection, a Jawan can enjoy a host of special offers on the new set top box as well as on monthly recharge amount. The extra relocation charges have also been waived off for our brave sentinels.

Speaking on the occasion, Mr. Arun Kapoor, Chief Executive Officer, DishTV India expressed "It is truly an honour to salute our superheroes and brave hearts on Army Day. As an acknowledgement of their devotion to the nation, we have launched special offers for our Jawans in the Indian armed forces and their families. This is our commitment to recognising the armed forces' selfless services and sacrifices."

As a tribute to the Armed forces altruistic services, the brand has extended services to the nation's protectors by introducing a relocation plan specifically designed for armed force personnel and families who constantly on the move and are deputed to numerous locations. DishTV will waive off the relocation charges when the officers and Jawans shift to a new location. With these bundle of offers, they can take their DishTV connection everywhere they go at pocket-friendly prices and convenience.

As an extension to the brand's tribute to the army's altruistic service to the nation, DishTV has also come up with a relocation plan specifically designed for armed forces personnel, who are constantly on the move and are posted to different locations. DishTV will waive off the relocation charges whenever the person shifts to a different area. Along with the bundle of benefits offered to the Jawans, they also take their DishTV connection everywhere they go at pocket-friendly prices and convenience.

To know more about DishTV's campaign, 'Jahan Desh ke Rakshak wahan tak DishTV' and Army Day offers, please visit <https://www.dishtv.in/pages/offers/armyspecial.aspx>

About Dish TV India Limited:

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate – the 'Zee' Group. Dish TV has on its platform more than 575 channels & services including 22 audio channels and over 55 HD channels & services. Dish TV uses the NSS-6 satellite platform which is



unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also has transponders on the Asiasat 5 platform and on the SES-8 platform which makes its total bandwidth capacity equal to 828 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,297 distributors & over 241,346 dealers that span across 9,350 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

For further Information, please contact:

Hirdesh Agarwal | Hirdesh_a@dishtv.in

Ankita Sharma | ankita_sharma@dishtv.in