

PRESS RELEASE

Dish TV adds joy to Onam festivities

Introduces Special Santosham HD Onam offer for Kerala subscribers

Kerala, 09 August 2018: Dish TV India Limited, world's largest single-country DTH Company, plans to add joy to the Onam festivities by introducing Special Santosham HD Onam offer for its customers in Kerala. With this offer, Dish TV is providing new connections with set top box and antenna along with all Malayalam channels and all HD content. In addition to this, customers will also have a choice of add-on of their interest among the categories of Kids/Sports/Infotainment or Regional add-on, wherein they can add channels of one more regional language. All this is available at no additional charges for a period of 6 months at a nominal cost of Rs. 2372 plus taxes. DishTV's special offer is applicable only on Dish HD Premium Box.

Adding to the festive delight this Onam, Dish TV has also introduced 'Box Only New Acquisition' offer in Kerala. Under this exciting offer, subscribers will be able to enjoy the Santosham HD offering in just Rs. 1864 plus taxes for 6 months.

Speaking on the launch of the offer, **Mr. Sukhpreet Singh, Corporate Head – Marketing, Dish TV India**, said, "Onam is a very special occasion in Kerala and is celebrated with utmost zest and excitement. To wholeheartedly welcome the festive spirit and add to the celebration, we have launched this innovative customer-centric offer for our subscribers in Kerala. Apart from achieving customer delight, our Special Santosham HD Onam offer also provides impetus to our HD for All initiative. This offer is a testament to our ongoing commitment of bringing the best in entertainment in HD to our customers through exciting products and offerings."

This special offer will be available till September 3, 2018 and will ensure that Dish TV's customers enjoy all HD channels at no extra cost as a part of grand celebration of Onam.

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

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