

## PRESS RELEASE

### Get Fit with Dish TV's new 'Fitness Active' service

- Introduces 'Fitness Active' service on its DishTV and d2h platform
  - Available for 15 days free preview till 18<sup>th</sup> September

**India, 04 September 2018: Dish TV India Limited**, world's largest single-country DTH Company announce the launch of 'Fitness Active' service on its DishTV & d2h platforms. 'Fitness Active', a unique offering along with a strong strategic partnership with Brilliant Living TV, country's largest content provider in fitness and wellness, will help Dish TV bringing value added services into this space. This fitness service will be available on channel number 132 on DishTV & d2h.

DishTV's subscribers and fitness enthusiasts will get up close and personal with the celebrity fitness trainers to gain insight on fitness and nutrition. These fitness trainers come from diverse fields of Yoga, Nutrition, Meditation, Martial Arts, Pilates, who are responsible for training and coaching of famous celebrities like Katrina Kaif, Kareena Kapoor, Aamir Khan, and the likes. *Grand Master Shifuji- world's best commando trainer, Shivoham from Shivfit, Yasmin Karachiwala – celebrity Pilates coach* are few of the trainers who will share tips to become fit offering a holistic fitness regime to DishTV and d2h subscribers.

'Fitness Active', a 24x7 service will be available at just Rs.40 per month in both Hindi and English language. Additionally, the service will be available for a free preview till September 18<sup>th</sup>, 2018.

Announcing the new service, **Mr. Anil Dua, Group Chief Executive Officer, Dish TV India Limited**, said, *"We're excited to offer our customers personalized solutions to their wellness regime in the comfort of their homes. With rising awareness about fitness among Indians, we at Dish TV will offer a simple platform and guide to all their fitness queries and requirements. Our 'Fitness Active' service will provide best of fitness and wellness content on both our platforms, providing our customers with an easy access to world-class health and fitness trainers."*

Speaking on the partnership **Mr. Adarsh Gupta Founder and CEO of "Brilliant Living TV"**, said, *"Brilliant Living TV is excited to be associated with Dish TV to bring 'Fitness Active' to many households with the help of Dish TV's reach across India. We're focused on creating unique fitness content to guide Indians through their workout regime with work-out videos including yoga and meditation. With our partnership with Dish TV, our aim is to encourage users to preach healthy living in the comfort of their homes. We're sure that the new offering will thoroughly be enjoyed by the viewers of both DishTV and d2h platforms."*

#### Features of Dish TV's 'Fitness Active:

The celebrity fitness training programmes will comprise of video tutorials and workout regimes of various techniques such as yoga, meditation, self-defense, strength training, Pilates etc.



### **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](http://www.dishtv.in)

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