

PRESS RELEASE

Dish TV wins IDC Insights Awards for ‘Excellence in Operations category’

- Leads DTH industry by launching common CRM service for both its brands
- Increased focus on field service efficiency, customer satisfaction and simplification & unification of Service CRM

New Delhi, December 13, 2018: Dish TV India Limited, the world’s largest single-country DTH Company, has bagged the I.C.O.N.I.C IDC Insights Award 2018 for its pioneering initiative ‘**Project Phoenix**’– a common service CRM for both its brands i.e Dish TV and D2H under ‘**Excellence in Operations category**’ at the award ceremony held recently. The winners, after a rigorous evaluation process, were chosen based on the votes of the jury and final validation of the jury chair person.

Post the completion of merger, ‘**Project Phoenix**’ was launched to seamlessly integrate the user interface of the individual CRMs of both the brands i.e Dish TV and D2H. With this, the user interface became common and the CRMs of both the brands were working in their individual capacity since building a new common CRM platform was a time consuming task. The tool has highly intuitive user interface and has helped in simplifying the working of Service Coordinators.

Commenting on the award win, **Mr. V.K.Gupta, CTO, Dish TV India Ltd** said, “*We are very excited to be recognized for our focus on innovation, customer satisfaction and our commitment to achieving excellence through technology. As a leading DTH player, Dish TV always strive to create distinct operational and functional capabilities offering industry leading solutions to achieve maximum customer satisfaction.*”

The prestigious IDC Insights awards honor the business and IT leaders who envisaged, conceptualized, and successfully executed an IT/Technology implementation that brought about tangible results for their organization. Dish TV was felicitated at a ceremony on 6-7th December 2018 at the Hyatt Regency, Chandigarh.

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 23.5 million. 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, SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1350 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 709 channels & services including 31 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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