

## PRESS RELEASE

**D2H brand increases focus on South, launches new customer awareness TVC campaign**

*Campaign titled 'Go for Highera' is urging South Indians to 'Ask for More'*

**Kochi, 17 September 2018: D2H, brand of Dish TV India Limited**, the world's largest single-country DTH Company, has launched a 360-degree TVC campaign for its southern market, highlighting the maximum number of entertainment offerings by the brand. Titled **"Go for Highera"**, the campaign is urging customers to not settle for less, but ask for more. Conceptualized by **Lowé Lintas**, the TVC campaign is now live and is being rolled out in the three southern languages across the three southern states.

With an aim to connect with potential customers in South India, D2H's 'Go for Highera' a 360-degree TVC campaign is being promoted on social media & digital platforms, cinema and print media to reach out to larger audience.

The TVC opens with a simile of splashing water to wake up the viewer by the protagonist to bust the myth about the content provided to customers in the name of highest channels offerings. The TVC ends with urging the viewer to wake up and go for the "higher than the highest" number of channels in his language.

Commenting on the campaign launch, **Mr. Anil Dua, Group CEO – Dish TV India Limited** said, *"In the south, our D2H brand is a strong player. We have ramped up our distribution, strengthened our service network and enhanced our product, both in terms of content and attractive entry-level offerings. With our new campaign "Go for Highera", we are aiming to take D2H brand to a leadership position. The campaign aims at highlighting our value proposition of providing best of regional content and establishing our content leadership in the market. The campaign brings out assertively that when it comes to content offerings in regional languages, D2H platform is clearly the best."*

Speaking on the new advertising campaign, **Mr. Sugato Banerji, Corporate Head- Marketing, D2H brand**, said, *"According to our in-house research and consumer insights, consumers are choosing DTH service basis the content offerings before any other factors come into play. This insight led us to strengthen our channels in each of the four south languages and bring 'Go for Highera' campaign for the south market to create an awareness among customers on content offerings. The campaign's objective is to bust the myth about content leadership and translate that to favourable gains of market share."*

**Mr. Sajid Khan, Unit Creative Director, Lowé Lintas** said, *"The core idea of 'Go for Highera' campaign was to awaken the customers to not settle for anything that they're being offered in the name of entertainment. With our collaboration with D2H, a brand of DishTV India Ltd, we're creating awareness for the brand's maximum entertainment offerings in the regional languages for its South subscribers. With this campaign, we're hoping to make the brand more appealing to the target audience."*

**Watch the TVC here:**Tamil: <https://www.youtube.com/watch?v=Xxv5SDKDCAc>Kannada: <https://www.youtube.com/watch?v=EhsDsD2gAiY>Malayalam: <https://www.youtube.com/watch?v=oVqWHG2WnPo>**Campaign summary:**

<p><b>Campaign elements:</b> TVC, Print, Cinema, Digital, Social Media</p> <p><b>Client:</b> Dish TV India Limited for D2H</p> <p><b>Creative Agency:</b> Lowe Lintas</p> <p><b>Creative team:</b> Mr. Sagar Kapoor, Executive Director Mr. Sajid Khan, Unit Creative Director Ms. Rabiya Shaikh, Creative (Copy)</p> <p><b>Planning team:</b> Mr. Kaushik Ghosh, Vice President Mr. Sanmesh Dalvi, Sr. Brand Services Manager</p> <p><b>Film:</b> <b>Director (of the film):</b> Ishwar Singh Muchhal <b>Production House:</b> Studio One</p>	<p><b><u>TVC details</u></b></p> <p><b>Working title of film:</b> Go for Highera</p> <p><b>Duration:</b> 35 seconds</p>
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**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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