

PRESS RELEASE

Dish TV India brings to life the best plays from around the world, launches 'Rangmanch Active' with Zee Theatre

- One stop destination on DishTV and D2H platforms for the best of world theatre
- Curated plays from Indian and International Theatre, specifically adapted for the Indian audience
- Over 100 plays across genres; from musicals and classics to drama, mystery, comedy and satire

New Delhi, 09 May 2019: In continuation of its efforts to widen its content offering, **Dish TV India Limited** launches '**Rangmanch Active**' – an ad-free theatre-on-demand service for both its brands; DishTV and d2h. 'Rangmanch Active', is a unique service in partnership with Zee Theatre, a business vertical of Zee Entertainment Enterprises Ltd that brings close to 100 theatre plays with a variety of actors, stories and genres to the doorsteps of consumers. The service is available to all subscribers free for the first 7 days upon subscription and post that at INR 75 per month only on channel no. 356 on DishTV & 214 on d2h.

Under Rangmanch Active service, the audience can enjoy performances from the best of India's theatre artists such as Sumona Chakravarti, Jim Sarbh, Ratan Rajput, Ira Dubey, Sonali Kulkarni, Vikram Gokhale, Varun Badola, Ashish Vidyarthi and many others. Popular Indian theatre shows such as Purush, Sakharam Binder, Chokher Bali, Vaastav, Hamidabai Ki Kothi and many more will be available on the newly launched active service.

Along with Indian plays, viewers can also enjoy adaptations of renowned international plays such as *Pygmalion*, *Magnificent 7*, *Counter Offence*, *Raid* and *Kansas* that were handpicked from countries like USA, UK and Hungary. Besides plays, viewers can watch unseen backstage stories, exclusive interviews with theatre veterans and much more.

Commenting on the launch of this exciting new service, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited**, said, *"Entertainment industry in India is going through an evolution and is seeing a rise in story-telling. Our new service is aimed at bringing our audiences closer to the classical format of entertainment i.e theatre plays, on both our platforms. We're excited to partner with ZEE Theatre to bring to life the best of theatre plays on television screens across the country."*

Commenting on the occasion, **Ms. Shailja Kejriwal, Chief Creative Officer – Special Projects, Zee Entertainment Enterprises Ltd.** said, *"Currently, India is at the crossroads of a content revolution, bringing together technology and storytelling and taking inspiring and pertinent art forms to people. At Zee Theatre we are not only reviving forgotten Indian stories but also bringing contemporary narratives to newer audiences. Our partnership with Dish TV India Ltd is another milestone in our journey to bring the country's most pertinent stories to it's most popular medium."*

'Rangmanch Active', a 24x7 service will be available at just INR 75 per month in both Hindi and English languages. Additionally, the service will be available for a free preview trial period for 7 days.

**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 23.6 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 9,415 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

About Zee Theatre:

At Zee Theatre, a special projects business vertical of Zee Entertainment Enterprises Ltd., we aim to revive, restore and spread the rich cultural heritage of Indian theatre to audiences across the world through the platform of their choice including TV, OTT and DTH. By partnering with renowned Indian theatre veterans, Zee Theatre recreates some of the most celebrated Hindi, Gujarati, Marathi and Bengali stories with striking productions and refreshing music based on contemporary taste. With this initiative, we aim to not only make Indian theatre more accessible to the new generation but also provide a platform for theatre artists to showcase their talent.

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