

## PRESS RELEASE

### **Dish TV India launches Cricket World Cup Anthem to Support Team India**

**New Delhi, 25<sup>th</sup> June 2019:** Celebrating the cricket world cup spirit, Dish TV India Limited, the world's largest single-country DTH Company has launched a unique anthem '**Sirf Fan Nahi, Dishkiyaon Fan**' for all the cricket fans to cheer for Team India. The anthem is a part of its ongoing contest Dishkiyaon Cup', wherein participants can predict match winners and win exciting prizes.

Capturing the emotions of cricket fans, the Dishkiyaon Fan anthem embodies the spirit of the brand tagline 'Dish Nahi Dishkiyaon Hai Yeh'. In order to participate, cricket enthusiasts are invited to perform on the anthem and showcase their inner talent in various innovative ways using #DishkiyaonFan. The contestants need to upload their video entries on social media platforms such as TikTok and Instagram. The best-selected entries will win exciting prizes. Since its launch, several entries have been pouring in from across the country with fans showcasing their unique talent.

Commenting on the initiative, **Mr. Sukhpreet Singh, Corporate Head, Marketing, Dish TV India Ltd**, said, *"We are thrilled to launch our world cup anthem for all the cricket fans in the country and urge them to come forward and show their love and support for cricket and Team India. With the #DishkiyaonFan anthem, we intend to bring alive the cricket frenzy in a unique 'Dishkiyaon' way. We, at Dish TV, always focus on delivering innovative and engaging content to our customers and this engagement program is a step in the same direction."*

The [#DishkiyaonFan](#) contest primarily runs on DishTV's Facebook, Twitter and Instagram page. Additionally, this contest will also be amplified with the best entries being featured on Dish TV's unique entertainment blog/destination – [Dishopedia](#)

To be eligible for participation, the contestant should follow all three social pages of DishTV-  
@Facebook - [Dish TV India Facebook](#)  
@Instagram – [Dishtv.India](#)  
@Twitter - [DishTV India](#)

Music Anthem - <https://www.facebook.com/dishtvindia/videos/443408976210246/>

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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 23.7 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 SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1332 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 701 channels & services including 31 audio channels and 73 HD channels & services. The Company has a vast distribution network of over 3,750 distributors & around 415,000 dealers that span across 9,400 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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