



WATCHO's OTT aggregation service- "WATCHO- OTT Super App" touches the milestone of 2 Million premium paid subscribers within 10 months of its launch; Total users stand at 80 Million plus

New Delhi, 24th August 2023: Dish TV's OTT aggregation platform 'WATCHO- OTT Super App' today announced that its one-stop OTT entertainment solution has achieved a significant milestone of 2 million premium paid subscribers and a total of 80 Million plus users within just 10 months of its launch in 2022. The unique service offers bundled packages of the most popular OTT platforms all in one place, providing the subscribers with a comprehensive range of digital content library while enabling them the convenience of a single subscription.

The service offered by WATCHO enables viewers to access content from over 17 popular OTT destinations, including **Watcho, Disney+ Hotstar, Zee5, Sony LIV, Lionsgate Play, Hungama Play, HoiChoi, Klikk, EpicOn, Chaupal, Oho Gujarati, Manorama Max, FanCode, Raj TV, Tarang Plus and ShortsTV**, through a single login and subscription model. Additionally, the OTT Super App provides access to WATCHO's massive library of original content including 40+ enthralling web series, Swag (UGC content), snackable shows, and live TV from **WATCHO Exclusives**.

The success of the aggregation app can be attributed to its focus on delivering high-quality content to its users. The exciting line-up of shows from different platforms spans various genres —romance, corporate conspiracies, family drama, fantasy, adventure, and sci-fi amongst others.

Speaking on achieving the milestone, Mr. Manoj Dobhal, CEO, Dish TV India Ltd, said, "We are delighted to announce that we have crossed the 2 million premium paid subscribers' milestone for our WATCHO OTT aggregation service, in just 10 months. This achievement is a testimony to our dedication to provide the largest spread of OTT content in a seamless user-friendly experience on our platform. Dish TV has been the pioneer in defining the way entertainment is consumed, carrying on the same legacy we remain committed to innovate and bring new and exciting platforms to our 'WATCHO- OTT Super App'. We are confident that our efforts to delivering exciting entertainment content along with best user experience will set a new benchmark in the industry. As we expand our content offerings and explore new opportunities, we thank our subscribers for their continued trust and support."

Mr. Sukhpreet Singh, Corporate Head – Marketing, DishTV & WATCHO said, "We are elated to announce that our OTT aggregation platform has achieved the milestone of 2 million premium paid subscribers in a short span of time. This achievement is a significant step towards our goal of making WATCHO the go-to destination for entertainment enthusiasts. We are dedicated to providing a comprehensive range of content that caters to the diverse interests of our subscribers. As we continue to expand our content offerings and explore new partnerships, we are committed to offering our users an unparalleled entertainment experience. We thank our subscribers for their support and look forward to adding more OTT partners to our platform in the near future."



WATCHO also has a unique platform for user-generated content called Swag where people may create their own content and discover their potential. In Hindi, Kannada, and Telugu, WATCHO now provides more than 35 original series, 300 exclusive plays, and 100+ live channels.

About Dish TV India Limited

Dish TV India Limited is India's leading direct-to-home (DTH) Company and owns multiple individual brands like Dish TV, d2h and Watcho under its umbrella. The Company benefits from multiple satellite platforms including SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1044 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 752 channels & services including 31 audio channels and 81 HD channels & services. The Company has a vast distribution network of over 2,600 distributors & around 196,000 dealers that span across 9,300 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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