



PRESS RELEASE

DishTV becomes first DTH service brand to be listed on Flipkart

New Delhi, September 11, 2017: DishTV, Asia's largest DTH service provider, has joined hands with home-grown e-commerce major, Flipkart to bring to its customers a hassle-free Dish TV connection anytime, anywhere, just a click away. With this association, DishTV becomes the first DTH service provider to be listed on Flipkart.

Voted as one of the most popular e-commerce brands in India by RedSeer report, Flipkart will be opening the windows for its users to DTH services on its platform through this partnership. As part of this collaboration, for a limited period, Flipkart users will also be given the opportunity to grab the best offers from DishTV on their new connections.

Speaking on the same, Mr. Sukhpreet Singh, Senior Vice President- Marketing, DishTV India expressed, "In line with India's mission for a digitally activated smart nation, DishTV has tied up with Flipkart to enable customers to experience DishTV's offerings in the comforts of their homes. Through this move, the company aims to integrate and connect the tech-savvy consumers to the best in-class entertainment services on a platform which is dynamic and progressive. We look forward to this association with Flipkart and hope to strengthen our dominance in the digital space and enhance customer experience and product offerings

Speaking on the launch, Hari Kumar, Senior Director - Electronics, Flipkart, said, "Out of the total Cable & Satellite base of 169mn, non-digitized households contribute to 47mn. So, there is a huge opportunity with the existing customer base itself. With the TV installation base expected to double over the next 5 years, we see a significant upside in making DTH services available at the customers' doorstep. At Flipkart, we believe in offering the best services to our customers, and the launch of DTH service, partnering with DishTV, closes the loop in fulfilling Home Entertainment needs of our customers."

About Dish TV India Limited:

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of the Essel Group. Dish TV has on its platform more than 622 channels & services including 39 audio channels and over 66 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 864 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,108 distributors & over 290,180 dealers that span across 9,291 towns in the country. Dish TV has thirteen 24* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the company, please visit www.dishtv.in

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