

## PRESS RELEASE

### DishTV and Disney India launch Disney active service

**New Delhi, 8<sup>th</sup> June' 17:** This summer vacation is sure to be exciting for kids as DishTV, Asia's largest DTH service provider and Disney India announce the launch of **Disney Active**. Disney Active, a fun and engaging service, brings home the magical world of Disney through a host of read-along-e-books and games.

Disney has a legacy of timeless stories and characters and there is no better way to experience them than on one's personal television. The audio-visual read-along stories are customized for children aged three and up, and will include Mickey & Friends, Disney Princess, Frozen, The Jungle Book, Disney. Pixar Cars, Toy Story and much more.

The games feature classic Disney characters like Mickey & Friends, Tinker Bell and more. This service is available for free till June 10, 2017 for all Dish TV subscribers, after which it will be available at an introductory price of INR 40 per month.

**Speaking on the occasion, Mr. Anil Dua, Group Chief Executive Officer, DishTV, said,** "Value added services has been a focus area, a clear differentiator and an integral part of our offering. We are delighted to announce our specialty offering targeted at the youngest generation. Kids segment is an area which is constantly in focus for us. Launch of **Disney Active** service is yet another step for us to enhance our value added services portfolio and cater to our subscribers. After having received a positive response to our earlier services, we take immense pleasure in now announcing the launch of **Disney Active Service**".

**Abhishek Maheshwari, VP & Head, Media Networks & Interactive, Disney India, said,** "At Disney, we constantly strive to offer quality content to our consumers on their platform of choice. We are delighted to work with DishTV to launch the **Disney Active** service comprising games and stories. We do hope children enjoy this compelling content."

Disney Active is available on Channel No. 966 on Dish TV.

#### **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 620 channels & services including 30 audio channels and over 67 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 1,976 distributors & over 261,211 dealers that span across 9,363 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](http://www.dishtv.in)



**About Disney Consumer Products and Interactive Media:**

Disney Consumer Products and Interactive Media (DCPI) is the business segment of The Walt Disney Company (NYSE:DIS) that brings our Company's stories and characters to life through innovative and engaging physical products and digital experiences across more than 100 categories, from toys and t-shirts, to apps, books and console games. DCPI comprises four main lines of business: Global Licensing, Disney Retail, Publishing and Digital Media, and Games, Apps, and Labs. The segment is home to world-class teams of app and game developers, licensing and retail experts, a leading retail business (Disney Store), artists and storytellers, and technologists who inspire imaginations and bring the magic of Disney into the daily lives of families and fans around the world.

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