



## PRESS RELEASE

### **DishTV Strengthens its Presence in Kerala Market; Announces New Special Combos and Offers**

- Launches five new special combo packs for Kerala market
- Announces exciting offers starting with INR 150 per month on annual recharge for selected subscribers

**Kerala, 28 August 2019:** Elevating the festive fervor of Onam, **Dish TV India Limited**, world's largest single-country DTH Company, today announced its big plans for Onam festive season with a host of special combos and offers, especially for its customers in Kerala.

Catering to the need of customers, the new packages offered by DishTV have been devised keeping in mind the diverse choice of content across various segments. As part of the offer, **5 new special packs** have been launched ranged between INR 169 to INR 789 plus taxes per month , basis the language preferred by the customers. The new recharge packs include **Classic Joy Malayalam**; comprising all popular Malayalam channels, **Premiere Malayalam**; comprising all the Malayalam channels, **Classic English**; for all the Malayalam & English subscriber base, **Premiere World**; comprising a mix of all genres Malayalam, English, Sports, Kids and Infotainment channels and **Titanium Pack** incorporating complete entertainment package.

Speaking on the launch event, **Mr. Gurpreet Singh, National Business Head, Dish TV India**, said, *"South India is one of the key regions for DishTV with Kerala contributing significantly to the overall customer base. With strong line up of customer friendly Onam offers, we are confident that it will certainly help to strengthen our presence and further boost our sales in this region. We at DishTV have always followed a customer centric approach when it comes to curating offers and are committed to empowering our customers and meeting their entertainment needs. We wish all our customers a very happy and prosperous Onam."*

In addition to this, the company has introduced offers based on need for multi-lingual content consumption for new as well as existing subscribers. To further encourage existing subscribers, special long-term scheme has been announced, wherein subscriber can avail 1 month extra service on payment of 6 months and 2 months extra service on payment for 10 months together.

#### **Offers for New Subscribers**

<b>New HD Connection</b>	<b>Offer Price- (With Antenna) (GST Extra)</b>	<b>Offer Price (Without Antenna) (GST Extra)</b>	<b>HD Pack</b>	<b>Content</b>
<b>6 Months</b>	<b>Rs.2482</b>	<b>Rs.1974</b>	<b>Kerala Max HD</b>	Complete Malayalam Channels with popular English Movies , News, Kids and Infotainment
<b>6 Months</b>	<b>Rs.2965</b>	<b>Rs.2457</b>	<b>Kerala Max English HD</b>	Complete Malayalam ,English Movies & News in HD
<b>6 Months</b>	<b>Rs.3135</b>	<b>Rs.2626</b>	<b>Kerala Max English Sports HD</b>	Complete Malayalam , English Movies , News and Sports in HD

Additionally, DishTV have also introduced exciting offers for the existing subscribers who were not availing services since June 2019.

### New Recharge offers

SKU	Pack	12 Months (Including GST)	6 Months (Including GST)
SD	Premiere Malayalam + discovery bouquet	Rs.1799	Rs.999
	Premiere World	Rs.2999	Rs.1599
HD	Premiere Malayalam HD + discovery bouquet HD	Rs.2499	Rs.1349
	Premiere World HD	Rs.4499	Rs.2349

This special offer will be available till September 30th, 2019 and will ensure that DishTV's customers enjoy the best content without any hassle. For any additional content, subscribers will have to recharge with the additional amount as applicable.

### 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 23.9 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 71 HD channels & services. The Company has a vast distribution network of over 3,700 distributors & around 409,000 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)

### For further media queries, please contact:

Hirdesh Agarwal | DishTV India Ltd | [hirdesh.agarwal@dishd2h.com](mailto:hirdesh.agarwal@dishd2h.com)

Surbhi Shukla | Dish TV India Ltd | [surbhi.shukla@dishd2h.com](mailto:surbhi.shukla@dishd2h.com)