

PRESS RELEASE

Dish TV India partners with MX Player to offer seamless video-on-demand content to its customers

~ DishTV & d2h users will have access to MX Player's content through their Android Set top Boxes~

New Delhi, April 27, 2020: In a bid to offer unmatched video-on-demand content, Dish TV India Limited, India's leading DTH Company, has announced its partnership with MX Player that recently emerged as India's #1 entertainment app of 2019 as per the annual FICCI Report. With this strategic association with MX player, Dish TV India has further strengthened its portfolio by adding one more app in the app zone on its Android-based connected devices, namely Dish SMRT Hub and d2h stream for its DishTV and d2h users respectively. Users will now be able to stream an exciting slate of popular MX Originals, TV shows, Music Videos and Movies across multiple genres and languages. DishTV and d2h already offer the most popular apps including its streaming app 'WATCHO'.

Commenting on the partnership, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited**, said, "Our partnership with MX Player makes it easy for our Android box users to access large content library spanning over 10 languages through this in-built app and further enhance their TV viewing experience. Offering unique and unparalleled content to our customers is always a top priority for us and through this partnership, we have taken one more step to fulfill our promise."

Mr. Abhishek Joshi, Head of Marketing & Business Partnerships at MX Player further added saying, "Our core proposition is to distribute premium original content in local and regional languages for the 100s of millions of Indians for whom smartphones are the first screen. But with the Dish TV association, we are looking at widening our existing base of viewers and extending a superior entertainment experience to Indian audiences across genres and through a screen of their choice – be it their mobiles, tablets or TV screens."

In addition to MX Player, the Android box offers a host of features including built-in Google Assistant, Chromecast, Google Play and access to all popular featured OTT platforms like YouTube, Amazon Prime Video, Zee5, Watcho, Voot, ALTBalaji and many more. Coupled with the ease of using voice commands via Google Assistant, the Android-based set-top box is compatible with any television set. 'Dish SMRT Hub' and 'd2h stream' are internet-enabled Android-based HD Set Top Box, available for INR 3,999 for new subscribers & INR 2,499 for existing subscribers.

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, 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 1278 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 700 channels & services including 31 audio channels and 71 HD channels & services. The Company has a vast distribution network of over 3,700 distributors & around 400,000 dealers that span across 9,400 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call-centers 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



For further media queries, please contact:

Hirdesh Agarwal | Dish TV India Ltd | hirdesh.agarwal@dishd2h.com

Surbhi Shukla | Dish TV India Ltd | surbhi.shukla@dishd2h.com