

PRESS RELEASE

DishTV & D2H expand their regional HD content portfolio; add a bunch of HD channels

~ 6 new HD channels for D2H & DishTV users ~

New Delhi, 20th August 2020: Expanding its portfolio of regional language channels, Dish TV India Limited, India's leading DTH Company, has announced the addition of six new HD channels to its DishTV & D2H platforms. With this, the company aims to provide unparalleled entertainment to the customers in the southern region in their preferred language and enhance the high-definition television viewing experience of users across regions.

The range of newly launched high definition channels includes ZEE Tamil HD, ZEE Telugu HD, ZEE Cinemalu HD, ZEE Keralam HD, ZEE Kannada HD, and &PRIVE HD for users of both DishTV and D2H. With the addition of these channels, the company aims to strengthen its HD content for its core regional consumers in the south market.

Commenting on the new HD channel additions, **Mr. Sugato Banerji, Corporate Head - Marketing, D2H, Dish TV India Limited, said**, "We are witnessing a burgeoning trend for high definition TV's in the living rooms, as an ideal choice of consumers. This trend is now percolating down the population strata and across linguistic zones, especially in the Southern region. Hence, we are delighted to bring these 6 new HD channels on both our platforms, 5 of which are especially for our south subscribers."

With a sharp focus on regional language content, Dish TV India gives its customers an incredibly lifelike viewing experience and broadens the choice for its viewers.

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, GSAT15 and ST-2 and has a bandwidth capacity of 1260 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 72 HD channels & services. The Company has a vast distribution network of over 3,800 distributors & around 350,000 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

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