



PRESS RELEASE

DishTV brings exciting offers for customers to celebrate Onam

Kochi, 18th August 2021: Adding flavor to the Onam celebrations, DishTV, India's leading DTH brand, has announced a slew of attractive offers to delight its new and existing customers as it joins the Onam celebrations in Kerala. Keeping in line with its commitment to providing best-in-class entertainment choices, DishTV has launched a special HD acquisition offer for new customers along with exciting recharge offers for its existing customers.

Catering to the needs of customers, the new acquisition offer by DishTV has been devised keeping in mind the customers' content preferences. As part of the offer, the brand is offering a new HD connection coupled with a 1-month Kerala Super HD pack inclusive of an indoor unit for INR 847 excluding taxes. The Kerala Super HD pack comprises all Malayalam channels including 11 HD channels along with popular Tamil, Kannada, Sports, and infotainment channels in order to provide a complete & quality entertainment package.

In addition to delight existing subscribers, DishTV has come up with a special cashback offer, wherein customers can avail up to 100% assured cashback on recharge of Rs.501 as a part of the 'Lucky Recharge Offer'.

Commenting on the Onam offers, **Mr. Sukhpreet Singh, Corporate Head - Marketing, DishTV & Watcho, Dish TV India Ltd.**, said, *"To commemorate the festival of joy and happiness, we have created special recharge and acquisition offers tailored to our Kerala customers' content consumption and preferences. 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. Kerala is an important market for DishTV, and we would like to thank our huge and loyal customer base in Kerala for their continuous support. We wish everyone a happy and prosperous Onam."*

Additionally, DishTV has introduced a special 'Double Bonanza festival' scheme for existing customers, wherein customers can avail themselves of double the extra days of entertainment on long-term recharge. Any customer who will recharge for 3 months, 6 months, and 12 months will now get 14 days, 30 days, and 60 days extra instead of 7 days, 15 days, and 30 days, respectively.

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 1134 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 596 channels & services including 31 audio channels and 78 HD channels & services. The Company has a vast distribution network of over 3,100 distributors & around 303,000 dealers that span across 9,300 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

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