

Press Release

DishTV's Watcho - OTT Super App Surpasses 3 million Subscriptions within a year of launch

India, 06th, December 2023: Dish TV's exciting new OTT aggregation platform, Watcho - OTT Super App, a one-stop solution for OTT entertainment for all generations, urban and rural alike including the Gen Z, has exceeded the notable milestone of 3 million paid subscriptions, closely following its attainment of the 2 million subscriber mark in August this year. This is a significant highlight for the platform's sustained growth in the competitive OTT aggregation and entertainment landscape since its launch in 2022.

Watcho - Dish TV's OTT platform has demonstrated exceptional growth, amassing a user base exceeding **90** million since launch, showcasing its dedication towards delivering high-quality entertainment solutions to a diverse audience. The platform not only gained a substantial user base but also solidified its position as a leading OTT solution.

The success of Watcho is attributed to its unique approach, offering bundled packages of leading OTT platforms under a single subscription along with its own exclusive content under 'Watcho Exclusives'. This provides users with a seamless and comprehensive entertainment experience, featuring 16 popular platforms such as Disney+ Hotstar, Zee5, Sony Liv, Lionsgate Play, Hungama Play, HoiChoi, Chaupal, Manorama Max, FanCode, Raj Digital, Tarang Plus, ShortsTV, ETV Win, Stage, Aao Nxt, and 'Watcho Exclusives'.

The OTT Super App also grants entry to Watcho's extensive collection of original content, including 45 plus captivating web series, Swag (user-generated content), popular shows, and exclusive live TV. The diverse array of shows covers genres such as romance, corporate conspiracies, family drama, fantasy, adventure, and sci-fi providing seamless access to premium content.

Commenting on the milestone achievement, Mr. Manoj Dobhal, CEO of Dish TV India Ltd, said, "As we celebrate the achievement of 3 million paid subscriptions on Watcho - OTT Super App, it's a moment of pride and gratitude. This milestone underscores the resonance of Watcho as a unique offering that provides complete 360-degree OTT entertainment on one platform 'One hai to done hai'. The audience has validated this new concept and solidified our position as a preferred entertainment destination. We interpret these numbers not just as subscriptions but as a measure of trust, loyalty, and a validation of our commitment to delivering top-notch entertainment."

He emphasized, "At Dish TV and Watcho, we are committed to creating a new immersive content experience for our users, and driving business growth through innovative new business streams'

Sukhpreet Singh, Corporate Head – Marketing, Dish TV and Watcho, said, "The milestone of 3 million paid subscriptions of Watcho is a testament to the evolving preference of the Indian audience validating that it is a go-to destination of the youth for diverse and engaging entertainment. For user's, the idea to create their own content and not just consume the given content has given us a significant foothold in the market. Reaching this landmark in just about a year reaffirms our commitment to providing compelling content and innovative products. We look forward to continuously evolving and sustaining this momentum by shaping the future of entertainment"

Watcho features an exclusive platform for user-generated content known as Swag, offering individuals the opportunity to create and upload their content and explore their creative potential. Watcho currently offers over **45 plus** original series, **400 plus** exclusive plays, and **100 plus** live channels.

As Watcho - OTT Super App continues to set benchmarks in the OTT industry, it remains focused on enhancing the user experience and providing a comprehensive entertainment solution

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, d2h and Watcho under its umbrella. The Company benefits from multiple satellite platforms including SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1044 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 752 channels & services including 31 audio channels and 81 HD channels & services. The Company has a vast distribution network of over 2,600 distributors & around 196,000 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.

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