

PRESS RELEASE

D2H Celebrates Onam with a Heartwarming Film Campaign by LS Digital and Special Festive Offers for Customers

~ D2H Celebrates Onam with a Tradition-Infused Film Campaign by LS Digital and Special Offers to Elevate the Entertainment Experience for Customers ~

India, 12 September 2024: D2H, a leading DTH brand of Dish TV India Ltd. is marking the Onam festival with a dual celebration. The festivities include a compelling film, developed in partnership with LS Digital, which beautifully showcases the rich traditions and communal spirit of Onam. Complementing the film, D2H is also offering exclusive promotions that enhance value and entertainment, ensuring a festive and memorable experience for all customers.

Titled 'Onam: A Celebration of Togetherness,' D2H has introduced a poignant film campaign in collaboration with LS Digital. This campaign masterfully blends traditional Onam customs with a modern narrative, capturing the festival's essence through a contemporary lens. The film takes viewers on a nostalgic journey, celebrating the vibrant Pookalam (flower carpet) and the elaborate Thiruvonam feast while highlighting the significance of maintaining cultural connections in a rapidly changing world.

To add a special touch to the Onam festivities, D2H is rolling out enticing offers for both new and existing customers. New customers can take advantage of two special offers: the first offer is available with all modern retail chain outlets priced at ₹1,999, includes ₹5,000 cashback—₹2,000 as instant cashback plus 33% cash back on every subsequent recharges—and comes with a robust 5-year warranty (1 year comprehensive and 4 years on the set-top box) plus access to 6 OTT platforms (5 constant and 1 as per choice), available at select stores like Lulu Connect, Nandilath G-Mart, Pittapilly Agencies, KannanKandy, White Mart, Easy store, among others. The second Offer priced at ₹2,500, offers similar cashback benefits plus access to 6 OTT platforms (5 constant and 1 as per choice) and also includes a 3-year warranty (1 year comprehensive and 2 years on the set-top box). For existing customers, any customer having ₹200 or more pack unlocks access to 6 OTT platforms (5 constant and 1 as per choice) without any extra cost, making it a perfect time to upgrade and enjoy enhanced entertainment options.

Sukhpreet Singh, Corporate Head – Marketing, Dish TV and Watcho, Dish TV India Ltd, said, "At D2H and Dish TV, we consider our customers part of our extended family, celebrating their joys and milestones together. Onam is more than just a festival; it honors our cultural heritage, the values of kindness, and the spirit of community. Through this campaign, we aim to reconnect with these timeless traditions, especially during times when we may feel distanced from our roots. We are also excited to offer exclusive deals that provide exceptional value and enhance our customers' entertainment experiences, underscoring our commitment to delivering the best in entertainment and being a cherished part of their lives."

The film, which is now available on YouTube, Facebook and Instagram has resonated deeply with audiences, garnering significant attention and sparking meaningful conversations on social media about the value of preserving heritage. The authenticity and emotional depth of the film have been praised for their ability to evoke a sense of nostalgia and pride, making it a compelling tribute to the spirit of Onam.

Manesh Swamy, MD and CCO of LS Digital shared his insights into making the film: "It was an exciting opportunity to create something that felt authentic yet relatable to the youth as well. Onam is like this big cultural melting pot of stunning visuals like the iconic boat races, quiet moments of reflection by the Pookkalam (flower rangoli), the laughter at the Onam Sadya feast, the vibe of the Pulikali Performances and festivities, We wanted to show the homecoming of Mahabali in a New Vibe, New Beat. Hence, we got a mix of traditional Kerala Musicians and Rappers to come up with this unique piece of Sound to sing along"

With this campaign, D2H aims to celebrate Onam and strengthen cultural connections, reminding audiences of the values that bind us together during festive times. With these special offers and the heartfelt film campaign, D2H invites everyone to embrace the spirit of Onam, celebrate their cultural heritage, and enjoy an enriched entertainment experience during this festive season.

The film was produced and Directed by SathyaDev.

Link to the film: <https://www.youtube.com/watch?v=swdXQH94LPk>

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 582 channels & services including 83 HD channels & services. The Company has a vast distribution network of over 2,485 distributors & around 154,205 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 14 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit www.dishd2h.com

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