

DishTV celebrates this Diwali with one crore families with assured gifts, a chance to win cars and much more

~ A month-long campaign, 'Dish Ki Diwali,' aims to unite families through premium entertainment and attractive deals for both new and existing Dish TV or D2H connections, along with weekly lucky draws and a grand bumper lucky draw ~

India, 14 October, 2024: Dish TV, one of India's leading content distribution company, is all set to light up homes across the country this Diwali with its festive campaign, 'Dish Ki Diwali.' Embracing the spirit of togetherness and giving, Dish TV has launched special exciting offers for both new and existing Dish TV and D2H customers. This month-long initiative aims to unite families through premium entertainment and attractive deals, including huge cashback and lucky draws for new connections, as well as existing customers.

The 'Dish Ki Diwali' campaign offers enormous benefits for all Dish TV and D2H customers including new subscribers who come on its platform. There are huge cashbacks for new customers and a one-month subscription of all popular OTTs (Watcho Max Plan) as an assured benefit. They will also be eligible for a weekly lucky draw and a bumper lucky draw at the end of the campaign where they can win cars and other exciting prizes. On the other hand, the existing Dish TV and D2H customers can avail of a one-month Watcho Max Plan simply by recharging their Dish TV or D2H connection and also will be eligible for a weekly lucky draw and a bumper lucky draw. Customers can upload their festive photos through the link provided by DishTV and also share them on social media, expressing their joy and festive spirit while extending season's greetings to the entire nation.

To enhance the festive spirit and uphold its legacy of bringing families together, Dish TV is also introducing a series of exciting weekly and bumper lucky draws during the Diwali period. Customers who purchase new connection or recharge their subscriptions, regardless of the amount, will be eligible for weekly draws and get a chance to win prizes such as Scooty, Refrigerators, Televisions, and many more. Each week, 23 winners will be selected for over five weeks, providing multiple chances to win. Once a customer wins a weekly prize, they will not be eligible for subsequent draws, maintaining fairness and excitement for all participants. The campaign will culminate in a Bumper Lucky Draw featuring grand prizes, including a Kia SUV as the first prize, followed by Tata Tiago SUV, Alto cars, Pulsar bikes, iPhones, laptops, and more.

Mr. Manoj Dobhal, CEO & Executive Director Dish TV India Ltd, said, "At Dish TV, we are passionate about entertainment on any screen, anytime anywhere, and enriching family moments. So, this Diwali, we are thrilled to launch our 'Dish Ki Diwali' campaign. As families come together to celebrate, we aim to elevate their experience with both TV and OTT entertainment and exclusive offers, exciting weekly lucky draws, and a grand bumper draw that will bring smiles and surprises to homes nationwide. We're not just delivering entertainment; we're creating joyful moments and fostering stronger bonds. With this campaign, we invite every household to embrace the magic of premium entertainment and the spirit of giving that makes Diwali truly special."



This Diwali Dish TV and D2H invites everyone to come together, enjoy world-class entertainment, and celebrate the spirit of family with endless entertainment, exciting prizes, and the joy of togetherness. Recharge, enjoy, and experience the festive magic with Dish Ki Diwali, as Dish TV lights up homes and hearts, ensuring the festive season is filled with unforgettable memories.

About Dish TV India Limited

DishTV India Limited is India's leading content distribution Company with a strong presence in both direct-to-home (DTH) television and OTT space. The Company has multiple individual brands like Dish TV and d2h (DTH Brands), and Watcho (OTT aggregation platform) and a 360-degree ecosystem that includes content services, devices, and OEM partnerships. The DishTV India platform enables subscribers to access the best of content available through multiple delivery platforms on any screen, anywhere, anytime. The Company has on its platform more than 582 channels & services along with 21 popular OTT Apps. The Company has a vast distribution network of over 2,500 distributors & around 150,000 dealers that span across 9,500 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

For media queries, please contact

Hirdesh Agarwal | hirdesh.agarwal@dishd2h.com | DishTV India Ltd