



PRESS RELEASE

Dish TV collaborates with ARC to Champion E-Waste Awareness with Engaging Community Initiatives

India, 11 November, 2024: In a significant step toward promoting environmental awareness and responsible e-waste management, Dish TV, one of India's leading content distribution companies, has partnered with ARC, an educational social impact startup. This collaboration addresses the urgent issue of e-waste and encourages communities to adopt sustainable practices. As a brand committed to sustainability, Dish TV focuses on initiatives that positively impact the social and economic development of the communities it serves, further strengthening its mission to uplift these communities.

Dish TV and ARC launched their first e-waste drive at DPS Greater Faridabad, engaging over 700 students, teachers, and the school principal in a community effort to combat e-waste. This drive is part of a larger vision to equip future generations with the knowledge to make environmentally sound decisions.

The initiative aims to educate students on the harmful impacts of e-waste on health and the environment. Through interactive workshops and hands-on activities, the program encourages critical thinking about their actions' effects on the planet. It focuses on responsible disposal methods for discarded electronics, helping students recognize their roles in creating a sustainable future.

A highlight of the campaign is 'Diwali Defenders,' a creative comic featuring young superheroes called the E-waste Warriors. This engaging concept promotes a 'waste-free Diwali,' encouraging students to bring old e-waste to school for responsible disposal. These young 'defenders' serve as role models, inspiring peers to lead environmental change in a fun way. The comic illustrates Dish TV's commitment to making complex issues like e-waste management relatable for students.

Manoj Dobhal, CEO & Executive Director of Dish TV India Ltd. said, "At Dish TV, we are committed to fostering sustainable practices that benefit our communities and the environment. This initiative to raise awareness about e-waste goes beyond responsible disposal; it empowers our youth to become proactive stewards of the environment. By educating students on the harmful effects of e-waste and promoting actionable solutions, we're igniting a movement that inspires the next generation to lead the charge for a cleaner, greener planet. Together, we can transform our commitment into meaningful change and create a sustainable future for all."

"At ARC, we believe that sustainability thrives on collaboration, not competition," **said Ritu Malhotra and Anit Gupta, founders of ARC.** "Our partnership with Dish TV marks an important step in raising awareness about responsible e-waste disposal. Educating children about the environmental and health impacts of e-waste empowers them to become proactive change-makers. The 'Diwali Defenders' campaign by Dish TV has resonated strongly with students, inspiring them to make a tangible difference at home and in their communities. This initiative is poised to divert significant amounts of e-waste from the informal sector, creating a ripple effect that benefits all stakeholders. Schools enrich their curriculum with vital waste management education, while ARC and Dish TV advance their social impact goals together."



Looking ahead, Dish TV and ARC plan to expand this initiative to more educational institutions, building a robust program that benefits numerous communities and promotes long-term environmental awareness. By creating a network of institutions united in sustainability, Dish TV aims for a lasting, positive impact on the environment and to inspire the next generation to take meaningful action, fostering a culture of sustainability where small, consistent actions lead to meaningful change.

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

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