



PRESS RELEASE

Watcho, Dish TV's OTT Super App launches Vibe On - India's hottest hip hop talent hunt

India, 24 February 2025— The wait is over! Watcho, Dish TV's OTT platform, has officially launched Vibe On—an electrifying reality show that puts the spotlight on India's hip-hop talent like never before. Yes, Vibe On is now live on Watcho. Now streaming exclusively on Watcho ahead of its YouTube debut, the show captures the unfiltered journeys of rising artists from Punjab, Haryana, Himachal Pradesh and Delhi as they battle for their breakthrough moment.

From high-voltage auditions in top colleges to fierce face-offs, Vibe On is shaking up India's hip-hop scene. Judged by industry powerhouses Amit Uchana, Ravneet Singh, and JSL Singh, the competition is a battleground for raw talent. With thousands competing for a spot in the top 100, the stakes have never been higher.

Each episode brings electrifying rap battles, jaw-dropping performances, and unmatched lyrical prowess, pushing the limits of India's thriving hip-hop movement. This is more than just a competition—it's a cultural revolution shaping the next generation of music.

Mr. Sukhpreet Singh, Corporate Head of Marketing, Dish TV & Watcho, said, "At Watcho, we are committed to delivering fresh and impactful content that resonates with our audiences. Vibe On is not just a reality show—it's a platform that amplifies emerging hip-hop voices and gives them the recognition they deserve. Hip-hop is a powerful form of self-expression, and this show captures its raw energy, authenticity, and cultural significance. We are thrilled to bring this dynamic content to our viewers and witness these young artists make their mark on India's evolving music landscape."

Now streaming exclusively on Watcho, Vibe On is your front-row ticket to India's most thrilling hip-hop showdown. Tune in, feel the energy, and witness the rise of the next big stars. Don't miss out—log in to Watcho and Vibe On!

About Dish TV India Limited:

Dish TV 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. Dish TV India Limited 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 587 channels and services including 89 HD channels and 4 international channels along with 19 VAS services and 21 popular OTT apps. The Company has a vast distribution network of over 2,334 distributors & around 158,167 dealers that span across 9,500 towns in the country. Dish TV India Limited is connected with its pan-India customer base through callcentres 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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