



PRESS RELEASE

Dish TV Watcho Partners with Cloud Walker to Bring Smarter, Seamless Entertainment to 200+ Smart TV Brands

India, 20th March 2025: Dish TV Watcho, a leading OTT platform, has announced a strategic partnership with Cloud Walker's Cloud TV OS to revolutionize smart TV entertainment in India. This collaboration ensures a seamless viewing experience, offering effortless access to Watcho's rich entertainment catalog across 200+ smart TV brands powered by Cloud TV OS.

As India's smart TV streaming market continues to grow at a CAGR of 13.11%, affordability and convenience are driving rapid adoption of Smart TV. Through this collaboration, Watcho's diverse content library will be deeply integrated into Cloud TV OS, making it available across 200+ TV brands and reaching an expanding audience of over 18 million users across more than 6 million devices.

This partnership eliminates the hassle of multiple logins, allowing Watcho subscribers to sign in once on Cloud TV and start streaming instantly. The platform enhances engagement with personalized recommendations and a 'continue watching' feature on the home screen. New users can also take advantage of Cloud TV Bundles, which provide exclusive deals on premium entertainment.

Consumers benefit significantly from Watcho's bundled subscription model, which offers a cost-effective alternative to multiple OTT subscriptions. With a single Watcho subscription, users can access JioHotstar, SonyLIV, and ZEE5, unlocking a world of movies, web series, and live sports across multiple screens.

Mr. Sukhpreet Singh, Chief Revenue Officer, Dish TV, said, "At Dish, we recognize that the future of entertainment lies in seamless, integrated experiences. With smart TVs becoming the preferred screen for digital content, our partnership with Cloud Walker is a strategic step toward making Watcho's vast content library effortlessly accessible to millions. By embedding Watcho into Cloud TV OS, we are not just expanding our reach—we are redefining how India consumes content, making premium entertainment more intuitive, affordable, and frictionless."

Mr. Abhijeet Rajpurohit, Co-Founder, COO, Cloud TV, said, "We're thrilled to partner with DishTV Watcho under CloudTV Bundle, making premium entertainment more accessible than ever. With Watcho's vast content library now integrated into 200+ TV brands, over 12 million viewers can seamlessly access to top OTT platforms—all through a single subscription."

This strategic alliance marks a milestone for Dish, as it continues to expand beyond its own ecosystem, tapping into Cloud Walker's extensive smart TV user base. With Cloud Walker serving over 10 million users, this collaboration positions Dish at the forefront of the evolving connected TV market, strengthening its presence among the right target audience.

As Connected TV adoption accelerates, this partnership ensures Dish TV Watcho remain key players in the industry, providing consumers with an unparalleled entertainment experience. By combining



affordability, accessibility, and innovation, Watcho and Cloud Walker are set to reshape the smart TV experience in India, delivering high-quality content seamlessly to households nationwide.

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 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

About CloudTV:

CloudTV is India's first TV Operating System (OS) developed by Mumbai-based software company CloudWalker Streaming Technologies. As India's first certified Smart TV OS provider, CloudTV brings all the features available in high-end TV brands to the affordable TV segment in India. With a Pan-India consumer base of 12+ million users, 250+ Smart TV brands, 100+ app partners, 200+ content partners, and 25+ manufacturing partners. Featuring a suite of inventive offerings continuously enhances the user experience of content consumption.

CloudTV Website: <https://www.cloudtvos.com/>

For media queries, please contact

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