

PRESS RELEASE

DishTV India launches 'Hollywood Indie Active' on DishTV and D2h platforms

Provides 100+ Hollywood titles in 4 Indian languages

New Delhi, 11 May 2023: In a continuous endeavour to provide unique and quality entertainment to its customers, India's leading DTH company - Dish TV India Ltd today announced the launch of a new Value-Added Service (VAS) 'Hollywood Indie Active' on both its DishTV and D2h platforms. Acknowledging the growing popularity of subscribers viewing content in their own language, the company has joined hands with One Take Media to showcase popular and finest Hollywood movies dubbed in 4 languages - Hindi, Tamil, Telugu, and Marathi. Movies on this service can be watched without any ad-break on both DishTV and D2H platforms at a nominal price of Rs. 45+ Taxes per month.

The Indian market has seen a spate of releases in regional languages that have been huge box office hits. Leading Hollywood production houses have also been quick to catch on to this trend, releasing marquee titles in languages that the Indian customer can relate to. However, not all Hollywood movies are dubbed, neither are they dubbed in all regional languages, nor is there a single destination for one movie in various languages. Dish TV's internal research showed that there is a clear gap of availability of hugely demanded dubbed international content and viewers want to watch content in their choice of language. The customer wants relatability and ease, and this is the core insight that Dish TV addresses with this service by filling this gap and fulfilling viewers need by providing international content in their own preferred language.

On the introduction of new services Mr. Anil Dua, CEO, Dish TV India Limited, said, "In sync with our ethos of providing the best and varied entertainment content to our viewers, we have introduced 'Hollywood Indie Active' on our platform to provide ad-free Hollywood content in 4 languages. We have a large subscriber base that watches Hindi, Marathi, Tamil, and Telugu content on our platform, and that is the reason we chose to launch this service dubbed in these 4 languages. Hollywood Indie Active is meant for viewers who also want to watch International content in their preferred language. Hollywood movies is a segment that our audience has an increasing appetite for, and this service is meant for people that need this. With the new service, the customer will be able to enjoy 100+ Hollywood titles in their own languages at an affordable cost".

Hollywood Indie Active will showcase 100+ Hollywood titles and replenish many more titles every month from a variety of genres such as action, adventure, crime, thriller, mystery, sci-fi, suspense, horror, and more. The service is available on channel number 337 on DishTV and 320 on D2H.

About DishTV

Dish TV India Limited is India's leading direct-to-home (DTH) Company and owns multiple individual brands like Dish TV, Zing and d2h under its umbrella. The company benefits from multiple satellite platforms including SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1098 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 750 channels & services including 31 audio channels and 81 HD channels & services. The Company has a vast distribution network of over 2,700 distributors & around 2,40,000 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 22 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit www.dishtv.in

For media queries, please contact

Hirdesh Agarwal | hirdesh.agarwal@dishd2h.com

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