

PRESS RELEASE

WATCHO Exclusives begins the new year with a bang, and premieres AVAIDH - An Anthology of 8 love stories with a twist!

New Delhi, 12th January 2023: WATCHO, one of the fastest-growing OTT platforms from Dish TV India Limited, India's leading content distribution company, begins the new year with an original web series "Avaidh" based on illicit relationships inspired by true-life incidents. Avaidh is an anthology of eight different stories centered on the theme of illicit relationships, each with unexpected endings that will keep viewers hooked to their seats. The web series premieres on 13th January on WATCHO Exclusives.

Avaidh comprises the tales of sexual exploitation at the workplace, a love triangle within a family affecting the couple's lives, a story of a struggling actress's relationship facing social complications, a one-night stand, and a love affair between a teenager and a middle-aged man. Avaidh is all about the intricacies of relationships and the unfolding of storylines, and the repercussions of the decisions. Avaidh is a riveting anthology that will leave viewers thinking about what is right and wrong.

Avaidh's eight different stories are very well and diligently directed by Tarun Chopra and produced by Crescendo Films production, Suresh Thomas, and Mohit Shrivastav, the stories are penned by Dilshad Patel and Vikash Kumar. It also boasts an impressive ensemble of stars, including Urvashi Dholakia, Nasir Khan, Vikas Verma, Rakesh Paul, Priyanka Sood, and Ashish Narula to name a few.

Commenting on the launch, **Mr. Sukhpreet Singh, Corporate Head – Marketing, DishTV & WATCHO, Dish TV India Ltd.** said, *"We are thrilled to bring Avaidh - An Anthology of Illicit Relationships to viewers on WATCHO. This series will entertain as well as compel viewers to think about the intricacies of relationships and long term consequences. This interesting anthology, inspired by actual life incidents features an amazing cast and hard-hitting performances."*

"WATCHO strives to keep its viewers entertained with fresh and engaging content. The launch of Avaidh is an attempt to bring forth an intriguing story with a captivating narrative. We are sure that this new series will have our viewers hooked and will be a perfect addition to our ever-expanding bouquet of content.", he added.

Lead star in one of the episodes, **Urvashi Dholakia** said, *"Watcho's new web series Avaidh has been an amazing project for me to be a part of and each story is unique, and I am sure that it will leave a lasting impression on viewers. The best thing is the entire web series would be in a quick snackable format for which WATCHO is known, and it will make Avaidh a web series made for viewers who love to watch gripping tale on the move, anywhere."*

Actor, Vikas Verma has also expressed his excitement at being part of 'Avaidh'. He said, "I am thrilled to be part of 'Avaidh' as it has been an absolute pleasure to work with such an amazing ensemble and the entire crew. Each story offers its unique twist and unpredictable ending, and I am sure WATCHO's audiences will enjoy the series as much as I did while working on this."

Actor, Rakesh Paul who is also a part of the series said, "Avaidh is a unique exploration of dark interpersonal dynamics. The viewers will be taken aback by the show's surprising conclusions, which will be a testimony to the show's creative vision. I am confident that this show will set a new standard in the Indian web series landscape."



Launched in 2019, Watcho Exclusives offer many original shows, including web series like Aarop, Wajah, Tara Bhaiya Zindabad, The Morning Show, Happy, Bauchare-E-Ishq, Gupta Niwas, Jaunpur, Papa Ka Scooter among others. That's not all, Watcho also offers Korean Drama and various other international shows. Watcho has recently forayed into the OTT aggregation business with its signature Rs. 253 per month plan. Featuring 11 popular OTT apps, it is fast becoming the go-to destination for an all-in-one OTT subscription. Watcho also features a unique platform for user-generated content called Swag where people can create their own content and discover their potential. Watcho can be accessed on a variety of devices (including Fire TV Stick, Dish SMRT, Android, and iOS cellphones, and D2H Magic devices) or online at www.WATCHO.com.

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

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