



DISH TV INDIA LIMITED

CORPORATE DEVELOPMENT - APPOINTMENT OF CEO, Mr. ARUN KUMAR KAPOOR

ANNOUNCEMENT OF CEO APPOINTMENT

NOIDA, India; November 20, 2015 - Dish TV India Limited (Dishtv) (BSE: 532839, NSE: DISHTV) today announced the appointment of Mr. Arun Kumar Kapoor as the Chief Executive Officer (CEO) and Key Managerial Personnel.

Bringing with him a wealth of more than 32 years' experience, of which 16 years have been in senior management positions, Arun has worked with major global and Indian brands like Gillette, Pepsi, Luxor, Airtel and Hutch. Arun is also a seasoned Media industry executive having led Zee Turner, Big TV DTH, Media Pro and Taj TV for around 9 years.

Prior to joining Dish TV, Arun was the CEO of Taj Television handling the subscription revenues of Zee and Turner Channels. He holds a Master's degree in Business Administration from Jamnalal Bajaj Institute of Management Studies, Mumbai.

Mr. Jawahar Goel, CMD, Dish TV India Limited, while welcoming Arun Kapoor on board said, "Arun brings a depth of business experience that will be a perfect complement to the expertise of Dish TV in the DTH industry. His business acumen will enhance our ability to deliver consumer oriented services while also increasing stake holder's value."

Mr. Arun Kumar Kapoor, on his appointment as the CEO of Dish TV, said, "I am delighted to have the opportunity to lead Dish TV at this important stage in its journey and look forward to working with the Dish TV team to ensure that the Company delivers as per its strategic business objectives."



About Dish TV India Limited:

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate - the 'Zee' Group. Dish TV has on its platform more than 520 channels & services including 22 audio channels and over 48 HD channels & services. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also acquired transponders on the Asiasat 5 platform and recently on the SES-8 platform which increased its total bandwidth capacity to 720 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,065 distributors & over 2,05,390 dealers that span across 8,815 towns in the country. Dish TV customers are serviced by thirteen 24*7 call centres catering to 11 different languages to take care of subscriber requirement at any point of time. For more information on the company, please visit www.dishtv.in