



DISH TV INDIA LIMITED

DISH TV APPOINTS MR. ANIL DUA AS GROUP CHIEF EXECUTIVE OFFICER

NOIDA, India; May 15, 2017 - Dish TV India Limited (Dish TV) (BSE: 532839, NSE: DISHTV) and Videocon d2h Limited (Vd2h) (NASDAQ: VD2H) had filed a scheme of arrangement (the Scheme) for amalgamation of Vd2h into Dish TV. The process for obtaining the approval from National Company Law Tribunal (NCLT) for the Scheme is currently underway. Following the amalgamation, the combined entity will be renamed as Dish TV Videocon Ltd (Dish TV Videocon).

The merger is expected to create a leading cable and satellite distribution platform in India. Dish TV Videocon would serve more than 28.1 mn. subscribers in India, as of December 2016, on a proforma basis. The combined entity is expected to provide better synergies and growth opportunities through deeper after-sales, distribution and technology capabilities and will also become a more effective partner for TV content providers in India.

In light of the above, Dish TV announces the appointment of Mr. Anil Dua as Group CEO of Dish TV. Post amalgamation of Videocon d2h Limited into Dish TV, which is subject to due approvals, Mr. Dua will also be leading the future organization, i.e. 'Dish TV Videocon Limited'. Mr. Anil Dua, through his rich experience in large multinational companies will, along with the existing seasoned management, work towards the success of the combined entity and will also put the entity on a fast growth track.

In a career spanning nearly 28 years, Mr. Dua has worked in several well-known entities such as Unilever, Gillette and Hero MotoCorp. His last assignment was in the capacity of Managing Director of OTE Group which represents major franchises in automobiles, electronics, home appliances, tyres, batteries and lubricants with operations in Oman and UAE. Mr. Dua comes with a rich experience in various facets of business management such as brand building, marketing, customer experience, supply chain and strategy.

Mr. Dua has always excelled at working on large projects and bringing in transformation including creation of recognized brands. He successfully integrated the four different foods sales distribution systems of HUL. During his stint at Hero MotoCorp, he was responsible for company's entire gamut of marketing and advertising strategy, sales growth and extensive dealer network and after-sales operations. During his tenure from 2006 to 2014 in Hero MotoCorp, he significantly contributed in tripling the turnover and increasing the market cap by three times.

Mr. Dua has been a respected thought leader in the industry and has been an active participant in different forums like CII, SIAM, FADA & FICCI. He is an engineer from IIT, Delhi and an MBA from IIM, Ahmedabad.

Mr. Arun Kumar Kapoor is going to be managing the integration process and see it to conclusion with the same rigor and passion as he has driven the company for the last 18 months. Post that, he plans to pursue his passion of teaching MBA students and his desire to venture into social work.

Speaking on the appointment of Mr. Dua, Mr. Jawahar Goel, CMD, Dish TV, said, “We welcome Anil and are confident that his experience will further add to our capability and will help lead the company on a faster growth path. His experience in brand building and distribution will add immense value to the organization.”

Mr. Jawahar Goel, added, “Arun’s role through the integration process will be very critical for a smooth transition. He joined the Company at a crucial juncture and I thank him for bringing the company to a point where it could take leap into the future with more strength.”

Commenting on his new role, **Anil Dua**, said, “I am happy to be a part of the pioneer of DTH services in India. I am excited with the action in this space and also with this unique opportunity. I look forward to leveraging my experience and working together with the team in Dish TV in realizing their lofty vision.”

About Dish TV India Limited:

Dish TV is Asia Pacific’s largest direct-to-home (DTH) company and part of the Essel Group. Dish TV has on its platform more than 615 channels & services including 30 audio channels and over 67 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 846 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,272 distributors & over 243,740 dealers that span across 9,431 towns in the country. Dish TV has thirteen 24* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the company, please visit www.dishtv.in