



Zee Salaam Debut Nationwide Exclusively On Dish TV

Dish TV introduces country's first Urdu Infotainment channel

10th Feb. 2010, Dish TV – India's largest direct-to-home service provider has introduced Zee Salaam – India's first Urdu infotainment channel on its platform. Zee Salaam, devoted to Urdu language and its rich culture is available exclusively via satellite and is located on Dish TV Channel no. 786 at no extra charge to its subscribers.

Zee Salaam has a fair mix of entertainment and enrichment of culture and information with family dramas, daily soaps, devotional and musical programmes. It also offers talk shows, mushaira's and weekly serials.

Announcing the inclusion of the channel on the Dish TV platform, Mr. Salil Kapoor, COO, Dish TV said "We are delighted in introducing Zee Salaam, India's first Urdu infotainment channel to our discerning customers. Urdu has a very rich literature and cultural tradition dating back to several centuries. Different genres of Urdu, including poetry, satire, sufi literature etc. have made their mark on the literary and cultural history of India."

Commenting on the occasion, Anil Anand, Business Head, Zee Salaam said, "We take pride in tapping into the unexplored genre of Urdu infotainment channel in the country. Zee Salaam is focused on providing the viewers a quality line up of programmes, which will provide education, lifestyle, family entertainment, travel shows, historical documentaries, sufi wisdom, kids programmes, maghrib & isha prayers, community updates, legal talk, legacies of Islam and more. Zee Salaam's main goal is to promote Urdu language and its rich culture in a very positive and constructive manner. Partnering with Dish TV will certainly give us a large reach through its nation-wide 6.5 million subscriber base.

Urdu is an important language of India with over 52 million people having declared it as their mother tongue. The actual number of people who can speak or understand Urdu is considered to be much higher, whose population is spread all over the country, from Karnataka and Andhra Pradesh in the South to Uttranchal and Jammu & Kashmir in the North; Punjab and Rajasthan in the West to Jharkhand and Bihar in the East. Urdu is the official language in Jammu & Kashmir and second official language in states like Delhi, Bihar and Uttar Pradesh.



About Dish TV India

Dish TV is India's No. 1 direct-to-home company and part of the biggest media conglomerate – Zee group. Dish TV has on its platform 250 channels & services including 21 audio channels with over 6.5 million subscribers, which is growing. Dish TV has a vast distribution network of about 700 distributors & 48,000 dealers that spans around 6600 towns across the country. Dish TV has 24* 7 call centre with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dish TV, visit www.dishtv.in

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