

Press Release

Shemaroo Entertainment & Videocon d2h join hands to launch “d2h Darshan” - a 24 hr subscription based ad-free devotional service

Mumbai, 30th Nov 2015 : Shemaroo Entertainment Ltd has joined hands with **Videocon d2h** to launch “d2h Darshan” - a 24 hr ad-free devotional service. d2h Darshan offers a wide variety of content like Temple Tourism, Jaaps, Mantras, Kathas, popular Bhajans, Holy Books etc that will serve as an ideal way to connect with your spiritual side on a daily basis. While the melodious Bhajans and enthralling recitations of shlokas and Jaaps create a divine atmosphere in your home, the Kathas and holy books give you an in depth understanding of the Hindu religion.

d2h Darshan brings you meaning and significance of important elements extracted from the Vedas and other scriptures. The videos programmed on each day of the week are as per the special significance of



that day devoted to a Deity, like Monday is devoted to Lord Shiva, Tuesday is for Lord Ganesha, and so on. Not only this, the service also offers customized content around important festivals and various events based on the religious calendar. Shemaroo is drawing from its bank of

more than **2000 hours** of devotional content to specially create this unique service.

d2h Darshan can be subscribed at Rs. 30 per month from 1st Dec 2015 and is available for Videocon d2h consumers on channel number 481. To subscribe d2h Darshan, existing subscribers can give a missed call on 8882410481.

Hiren Gada, Director, Shemaroo Entertainment Ltd shared his thoughts on the occasion, “In spite of religion being the way of life in India, there is not enough variety of devotional content available on the television platforms. With the launch of a premium service like d2h Darshan on Videocon d2h, consumers will have access to an array of content. We plan to feature temple documentaries which are almost like a 'virtual darshan tour' of some of the most popular shrines across the country.”

Mr. Saurabh Dhoot, Executive Chairman, Videocon d2h says, “We believe in enriching lives of our valued consumers by providing them varied choice for their entertainment. d2h Darshan is a powerful service which is targeted to a whole segment of viewers who sought these channels as part of their faith & a desire to lead a spiritual lifestyle.”

Mr. Anil Khera, CEO Videocon d2h said on this association, “Every new channel added on our platform is a valuable addition to our consumers. We have continuously experimented with diverse content and

worked on ideas based on the consumer's feedback. d2h Darshan is a perfect platform for them to connect with culture and religion that is their own and which they follow."

Videocon d2h has prided itself in presenting its subscribers with a robust lineup of 525 channels and services, including a host of regional channels. It offers a wide range of active services like smart services including smart English, smart games. The other active services include d2h music, d2h spice, d2h cinema in both SD and HD, d2h classic, d2h Hollywood HD.

Note to Editors: About Videocon d2h

Videocon d2h is India's fastest growing DTH service provider which offers over 525 channels and services. Videocon d2h also offers 41 "HD" channels and services. It launched India's first 4K Ultra HD DTH channel. Videocon d2h offers India's first 1000 GB High Definition Digital Video Recorder and is the first DTH service provider to offer Radio Frequency Remote Control (available with High Definition Digital Set Top Box with unlimited recording). Powered by the MPEG-4 and DVB-S2 technology, Videocon d2h offers services such as 12 PIP Mosaic, d2h Cinema, weather updates and multiple tickers to transform your TV into a hub of entertainment and knowledge. It offers High Definition channels in 1080p, HDD Sound and 16:9 aspect ratio. Apart from these, it also offers the Active Music service, which includes 41 Audio / Video active music channels, 24-hrs a day. In addition, Videocon d2h provides round-the-clock prompt and efficient customer support in nine regional languages in addition to English and Hindi from the dedicated 8 Customer care centres present in seven locations. Videocon d2h is the most valued Indian company on NASDAQ by equity market capitalization as of 30th Sept 2015 and was the first Indian media company to be listed on NASDAQ.

About Shemaroo

Shemaroo Entertainment Ltd (BSE Scrip Code: 538685; NSE Scrip Code: SHEMAROO) is among few entertainment companies that has hallmarked several pioneering efforts with its innovative and out-of-the-box thinking. Founded in 1962, Shemaroo Entertainment Ltd is an established Filmed Entertainment "Content House" in the country, active in **Content Ownership, Creation, Aggregation** and **Distribution** with a large content library of over 3000 titles.

Shemaroo is engaged in the ***distribution of content*** for ***satellite channels, physical formats*** and ***emerging digital technologies like the Mobile, Internet, Broadband, IPTV*** and ***DTH*** among others. With its partnership with the major telecom operators and other digital media platforms, Shemaroo is at the forefront of the digital age. The company has also tied up with many content providers across the country. The "Shemaroo" brand today is synonymous with quality entertainment in the Indian entertainment eco system. For further information, please visit www.shemarooent.com