



PRESS RELEASE

VAKRANGEE ANNOUNCES ALLIANCE WITH DISH TV INDIA LIMITED

Mumbai, May 7, 2019: Vakrangee Ltd., India's largest network of last-mile retail points of sale, announces an alliance with Dish TV India Limited for distribution of subscription recharge and providing collection services for both its brands - DishTV and d2h.

This alliance will help consumers to avail the DTH services of DishTV and d2h brands in the remote areas and increase their reach in the underserved and unserved areas.

Commenting on the association, **Mr. Anil Dua, Executive Director and Group CEO, Dish TV India Ltd.** said, *"Our strategic partnership with Vakrangee is aimed at benefiting our customers by leveraging Vakrangee's vast retail distribution network. We are continuously investing to expand our rural customer base and this partnership will support and strengthen our proposition for last mile connectivity."*

Commenting on this partnership, **Mr. Anil Khanna, Managing Director & Group CEO, Vakrangee Ltd.** said, *"We are happy to partner with Dish TV India to help customers avail their services in remote areas thereby helping their both brands-DishTV and d2h to increase their reach in unserved areas. These tie-ups ensure that the Vakrangee franchisee partners can scale up their business briskly and efficiently in a planned way."*

He further added, *"We are aspiring to be the most trustworthy physical as well as online convenience store across India, positively moving towards Vakrangee Kendra's new brand philosophy of 'AB Poori Duniya Pados Mein'."*

Vakrangee currently has 3,504 Nextgen Vakrangee Kendra's spread across 20 states, 340+ districts and 2,000+ postal codes. More than 70% outlets are from Tier 5 and tier 6 cities. Vakrangee's planned target is to reach at least 25,000 operational Nextgen Vakrangee Kendras by FY 2019-20 and further enhance it to reach 45,000 Nextgen outlets by FY 2020-21 and 75,000 by FY2021-22.

The Company has tied up with reputed partners spread across Banking, ATM, Insurance, Financial services, e-Commerce, e-Governance and Logistics verticals to offer its customers best-in-class services and products.

About Vakrangee Limited

[\(BSE Code: 511431; NSE Code: VAKRANGEE\)](#)

Incorporated in 1990, Vakrangee is the unique technology driven company focused on building India's largest network of last-mile retail outlets to deliver real-time banking & Financial Services, ATM, insurance, e-governance, e-commerce and logistics services to the unserved rural, semi-urban and urban markets. The Assisted Digital Convenience stores are called as "Vakrangee Kendra" which acts as the "One-stop shop" for availing various services and products. Vakrangee has been at the forefront in financial inclusion space in India. It has signed "Common BC" and "National BC" agreements with various public sector banks for offering real-time banking to unserved and underserved rural population. Banking at "Vakrangee Kendra" outlets is a unique experience with disruptive technology like APS, e-KYC, inter-operability and real-time transactions. In addition to banking "Vakrangee Kendra" outlets also provide insurance products, e-governance services and ecommerce products.



About Dish TV India Limited:

Dish TV India Limited is India's largest direct-to-home (DTH) Company with a subscriber base of more than 23.6 million. Dish TV India Limited owns multiple individual brands like Dish TV, Zing and d2h under its umbrella. The company benefits from multiple satellite platforms including NSS-6, SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1350 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 709 channels & services including 31 audio channels and 70 HD channels & services. The Company has a vast distribution network of over 4,000 distributors & around 400,000 dealers that span across 9,415 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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