

Airtel digital TV launches festive offers for South market

Digital TV, the DTH service from Airtel, today launched special festive packs for its new customers in the South states of Tamil Nadu, Karnataka, Andhra Pradesh and Kerala, offering a new connection at 3 price points:

Bangalore, Karnataka, September 30, 2009 /[India PRwire](#)/ -- Digital TV, the DTH service from Airtel, today launched special festive packs for its new customers in the South states of Tamil Nadu, Karnataka, Andhra Pradesh and Kerala, offering a new connection at 3 price points:

- Rs. 1750 which gives South Mega Pack free for 3 months
- Rs. 1950 which gives South Super Value Pack free for 6 months
- Rs. 2490 which gives South Super Value Pack free for 12 months

This offer also includes a waiver on the installation cost and 1 free Top up (Tamil/ Kannada/ Malayalam/ Telegu) with the South super Value Pack and 3 free Top Ups (Tamil/Kannada/Malayalam/ telugu) with the South Mega Pack

Announcing this **Mr. V Raviganesh, CEO (DTH) - South Hub, Bharti Airtel** said, "To celebrate the festive season and further delight our customers, we are bringing forth this great value proposition. We wish to bring magic to more homes with this offer and deliver superior picture quality and unmatched service to our customers in the South."

For further details, customers can visit www.airtel.in/digitaltv or call 1800-102-8080

Airtel digital TV – the DTH service from Bharti Airtel – is the sole national level DTH service in the country which offers its customers MPEG 4 with DVBS 2 – currently the most advanced digital broadcasting technologies available in the world after HD broadcasting. These two technologies combine the benefits of higher compression with better performance under low signal strength, which enables us to deliver a distinctly clearer picture on our customer's TV in comparison to any other comparable broadcasting technology. Additionally, Airtel digital TV brings many firsts to the DTH segment in India including a *Universal Remote* which operates both the Set Top Box and TV set as well as *Interactive Applications* which give customers the freedom to book movie tickets, travel package and shop for branded products, among others. Users can also access city-specific news and update themselves on the latest stock news. We are also the only one to offer our customers the pleasure of listening to ad-free *Worldspace Satellite radio*. All this is backed by 24x7 customer care.

Notes to Editor

About Bharti Airtel Limited:

Bharti Airtel Limited, a group company of Bharti Enterprises, is Asia's leading integrated telecom services provider with operations in India and Sri Lanka and an aggregate of over 110.89 million customers as of end of August 2009, consisting of 107.99 million mobile customers. Bharti Airtel has been ranked among six best performing technology companies in the world by BusinessWeek.

Bharti Airtel is structured into three strategic business units - Mobile services, Telemedia services and Enterprise services. The mobile business offers services in India and Sri Lanka. The Telemedia business provides broadband, IPTV and telephone services in 95 cities. The Enterprise business provides end-to-end telecom solutions to corporate customers and national and international long distance services to carriers. All these services are provided under the Airtel brand. Airtel's national high-speed optic fibre network currently spans over 104,540 Rkms covering all the major cities in India. The company has two international landing stations in Chennai that connects two submarine cable systems - i2i to Singapore and SEA-ME-WE-4 to Europe. For more information, visit www.bhartiairtel.in

For more information, please contact:

Rupali Chaurasia
Sn. Executive PR

© copyright 2012 **India PRwire** (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.