

Press Clipping

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Mr Arun K. Kapoor, President, BIG TV, at a press conference in Mumbai on Monday. — Shashi Ashiwal

BIG TV subscriber base crosses 5 lakh

Mumbai, Oct. 20

BIG TV, the DTH arm of Reliance Communications, has announced that it has touched 5-lakh subscriber base within two months of its launch. According to the company, this has put BIG TV DTH in the unique position of being the fastest growing DTH player in the country. "Crossing the 5-lakh customer milestone, within two months, is indeed a testimony to the superior value proposition offered by BIG TV and its success in accelerating the growth momentum of DTH sector in India," said Mr Arun K. Kapoor, President – BIG TV. At a press conference on Monday, he said "Our plans of defining the future of TV viewing in India are on desired course, and we are fully-gearred to add over 4,00,000 subscribers every month with an on-ground infrastructure spanning 6,500 towns". — **Our Bureau**