

# ON TRUST



The pay TV category in India is seeing a massive change. Analog transmission is changing over to digital and every year millions of households are getting digitized. The consumer are coming out of their comfort zone of analog cable and embracing this change. To bring in this change, trust plays a critical role. With the trust of more than 8 crore consumers, we are India's fastest growing DTH service today.

Videocon as a group has a huge legacy and that has got seamlessly passed on to Videocon d2h. This works for the brand and it is perceived as a reliable brand. The most important factor for the brand is to understand the requirement of its consumers and deliver innovative solutions. We, at Videocon d2h have developed quality products and services that help our consumers have the best of entertainment available to them, easily.

Being truthful and simple in our communication is very important. All our communication clearly states what the brand has to offer to its consumers. Also consistency in communication plays a critical role in building trust. We have been focused on providing innovative technologically advanced products on a regular basis to our consumers. The campaign of ours "Khushiyon ki Chatri" rides on the similar trust that people have placed on Videocon d2h. People get their daily dose of entertainment/happiness through the reflector, fondly called as 'Chatri' in everyday parlance. It is this trust that the people have on the brand which reflects in happiness as a result of consumer's positive perception.

Trust is one of the most common attribute that Videocon d2h uses in its campaign. It is this brand trust that attracts consumers to the brand. Consumers trust on Videocon d2h is based on the foundation that Videocon d2h caters to each & every age group & strata of society. For e.g., there is channel for infants - d2h rhymes which no other DTH service provider is offering. Similarly for the affluent consumer, there is India's 1st 4K Ultra HD

## Saurabh Dhoot Executive Chairman, Videocon d2h Limited



Channel. All these unique and targeted services translate into trust for the brand and further aid in market leadership. The consistent performance of the brand in developing innovative products like 1000 GB HD DVR, Radio frequency remote or offering more than 525 channels and services, all reflect the ability of the brand to provide cutting edge technology. We have our own bouquet of in house active service channels like d2h Cinema HD, d2h Hollywood HD, d2h Spice, d2h Kids, d2h Darshan and a variety of Smart services like Smart English, Smart Games, etc. All these technological innovations are the jewels in the crown, of the brands impressive portfolio.

Engaging with Stakeholders is a key aspect and is critical for every brand. Foundations of the brand Videocon d2h are very strong. Our success in building a Pan India distribution channel, strong customer value proposition, superior service orientation through own service centres & service franchisees, track record of introducing technologically innovative product and service offerings, highlights our commitment to maintaining a strong relationship with all our stakeholders. To affirm our belief in building trust with the stakeholders & consumers, we have 9 customer care centres with 3500 executives taking care of daily queries supported by strong on field service support. We have over 300 own service centres & more than 20000 service engineers/installers spread across 7500 top towns in India to attend and resolve the service issues within 4-6 hrs. Videocon d2h is the 1st Indian Media company to be listed on NASDAQ which ensures huge value for the stakeholders. This Brand Trust has also brought us global recognition in the form of the Pay TV Operator of the Year @ MIPCOM 2015, Cannes & also awards like Asia's Most Promising DTH Brand, The Economic Times Best Brand. Further with the mandatory digitization of phase III and Phase IV towns, there is a huge opportunity of close to 100 Million households available and it is consumer trust alone that can make the brand supreme.