



END DATE FOR THE FESTIVE OFFER FOR STAR'S A-LA-CARTE CHANNELS

Mumbai, January 1, 2020: Star India's 'Tyohar ka Upahar', a limited promotional offer for its 16 a-la-carte channels including its popular channels -- Star Plus, Maa TV, Star Jalsha, Vijay, Asianet and Hungama TV which was effective since October 11, 2019 shall be valid till January 8, 2020 and accordingly from January 9, 2020 the MRP* of the 16 a-la carte channels shall be restored, as listed below.

Channel	MRP* (INR)
Star Plus	19
Maa TV	19
Star Jalsha	19
Asianet	19
Vijay	17
Asianet Movies	15
Star Sports 1 Marathi	13
Star Sports 2	6
Hungama TV	6
National Geographic	2
Star Sports 3	2
Vijay Super	2
National Geographic Tamil	2
National Geographic Telugu	2
Nat Geo Wild	1
Star Sports First	1

*excluding taxes

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STAR INDIA ANNOUNCES 'TYOHAR KA UPAHAR', A SPECIAL FESTIVE OFFER FOR ITS A-LA-CARTE CHANNELS

Mumbai, October 11th, 2019: In keeping with the festive spirit, Star India announces 'Tyohar ka Upahar', a promotional offer for its 16 a-la-carte channels including its popular channels -- Star Plus, Maa TV, Star Jalsha, Vijay, Asianet and Hungama TV. The festive offer prices will be available with immediate effect.

"The Star network is known to offer best-in-class content inspiring a billion imaginations which has won a billion hearts, making us a household name today," said **Sanjay Gupta, Country Manager, Star and Disney India**. "With this promotional pricing, we hope to get more families to experience and engage with our varied entertainment offerings," he added.

Starting October, viewers can enjoy an exciting content line-up across the network including 'Nach Baliye' finale, 'Yehh jadu hai jinn ka!', 'TED Talks India Nayi Baat', 'Dance Plus' on Star Plus, 'Manasi Chi Choodo' along with the World TV premiere of 'Vinaya Vidheya Rama', 'Bigg Boss Telugu' finale, 'Sixth Sense' on Maa TV, 'Sreemoyee', 'Dance Dance Junior' and 'Mohor' on Star Jalsha, 'Kaatrin Mozhi', 'Thazampoo' and 'The Wall' on Vijay, the World TV premiere of 'Ambili' and 'Vanambaadi' on Asianet, and 'Upin & Ipin- new season, 'Selfie with Bajrangi'- new season, 'Shinchan'- new season and movie premier 'Pokemon – Arceus Aur Jeevan ka Jewel' on Hungama to name a few.

Below is the promotional pricing for the festive season:

Channel	*Festive Offer Price (INR)	*Current Price (INR)
Star Plus	12	19
Maa TV	12	19
Star Jalsha	12	19
Asianet	12	19
Vijay	12	17
Asianet Movies	12	15
Star Sports 1 Marathi	8	13
Star Sports 2	5	6
Hungama TV	1	6
National Geographic	1	2
Star Sports 3	1	2
Vijay Super	1	2
National Geographic Tamil	1	2
National Geographic Telugu	1	2
Nat Geo Wild	0.1	1
Star Sports First	0.1	1

*excluding taxes.

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