



SITI NETWORKS LAUNCHES MY SITI MOBILE APP - ENABLING CUSTOMER CHOICE TO BOOST TARIFF ORDER IMPLEMENTATION

New Delhi. 3rd January 2019. **SITI Networks Limited** (BSE: 532795, NSE: SITINET), an Essel Group company, has launched **My SITI mobile app** for its customers. The My SITI app gives a convenient way to SITI's **55 Mn consumers** to access and operate their SITI Digital cable TV connection.

In line with the regulations of the New Tariff Order, and TRAI's migration plan, the app will give **options to customers to indicate their choice of channels / bouquets during the transition period**. Customers indicating their choice through the app will be eligible for a range of gifts. My SITI App can be downloaded from Google Play Store (<https://goo.gl/75pF66>) to all Android based mobile devices. SITI has launched a **multi-platform campaign to educate its customers on the app and the true power of choice**. SITI has also activated the app for their 24000+ business associate network to help them take customer choice in compliance with TRAI's migration plan. SITI has also activated the feature on its website and is aggressively reaching out to customers and partners through a multi-dimensional campaign.

My SITI app would also enable customers to **select channels / bouquets / packages, make payment, and share feedback** through a very **simple and intuitive interface** on their mobile phones. This is in line with SITI's philosophy of institutionalizing systems and process to drive business operations and compliances.

Rajesh Sethi, Chief Business Transformation Officer, SITI Networks, said –

“We have always worked towards giving the power of choice in the hands of our customers and enable transparency. My SITI app for customers is a testament to our resolve and a step that will empower our customers by providing real-time access to their accounts, payments and transaction history. We are also enabling customer choice for the successful implementation of the New Tariff Order and QoS regime.”



About SITI Networks Limited

SITI Networks Limited (Formerly known as “SITI Cable Network Limited”) is a part of the Essel Group, which is one of India's leading business houses with a diverse portfolio of assets in media, packaging, entertainment, technology-enabled services, infrastructure development and education.

SITI Networks Limited is one of India's largest Multi System Operator (MSO). With 12 digital head ends and a network of more than 33,000 Kms of optical fibre and coaxial cable, it provides its cable services in India's ~580 Locations and adjoining areas, reaching out to over 55 Mn viewers.

SITI Networks deploys State-of-the-art technology for delivering multiple TV signals to enhance consumer viewing experience. Its product range includes Digital & Analogue Cable Television, Broadband and Local Television Channels. SITI Networks has been providing services in analogue and digital mode, armed with technical capability to provide features like Video on Demand, Electronic Programming Guide (EPG) and Gaming through a Set Top Box (STB). All products are marketed under SITI brand name. To know more, please visit www.sitinetworks.com