

Press Release

SABGroup enters into an understanding with Pantel Technologies Pvt. Ltd. (who have recently acquired the Reliance Communication's DTH arm) to become the largest FTA network dedicated to nation

Mumbai, 18th December, 2017 - SABGroup i.e. Sri Adhikari Brothers Television Network Limited, TV Vision Limited & its other associates concern and Pantel Technologies Pvt. Ltd., who have recently acquired the Reliance Communications' DTH arm, Reliance BIG TV Limited, have entered into an understanding that they will jointly create a bouquet of over 20 channels comprising of diverse genres such as entertainment, kids, infotainment, mythological, movies and varieties of music channel.

This varied product offering will strengthen the business of Reliance DTH Big TV and will give emergence to the largest FTA network in India. The collaboration aims to strengthen nation's cultural family values through its entertainment offerings.

FTA channels have shown an upsurge with all the leading broadcasters showing keen interest in the FTA product offering. Tapping on the immense potential of the rural segment and to provide them good quality family entertainment the collaboration aims to create the bouquet. This will usher in a new era of entertainment for the rural market.

SABGroup, a pioneer in Indian media & entertainment with its presence over three decades, has been the founder of the leading comedy channel SAB TV and has been successful in creating a multi genre broadcast network encompassing five leading channels viz. Mastiii - India's No. 1 music and youth channel, Dabangg - Focusing on Hindi heartland of UP, Bihar & Jharkhand, Maiboli - the leading Marathi entertainment channel, Dillagi - a channel dedicated to the rural India and Dhamaal Gujarat - a music and youth channel for Gujarat.

Pantel Technologies Pvt. Ltd. is information technology and communication devices Company with operations in India, South-east Asia, Gulf Cooperation Council and Africa, selling innovative Tablet PC(s) under the brand name of Penta T-Pad(s) in the Indian, South-East Asian, GCC and African markets. Pantel Technologies has collaborated with Mauritius Telecom-the telecom service provider of Mauritius-bringing digital computing solutions to the Mauritius and African markets at affordable prices.

The association of SABGroup & Pantel Technologies Pvt. Ltd. demonstrates their futuristic outlook and intention of forthcoming greater plans with the synergies through understanding of technology and communication by Pantel Technologies Pvt. Ltd. and deep-rooted understanding of media by SABGroup.

Pantel Technologies Pvt. Ltd., which is a new entrants in media & entertainment has taken a big leap by acquiring Reliance BIG TV Limited and is committed for longer innings in media.



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On the alliance, Mr. Markand Adhikari, Managing Director of SABGroup said, "SABGroup has laid down the foundation in content creation since the inception of media in India and has profound expertise and understanding of content. With technological capabilities of Pantel Technologies, our dream to provide the right mix of content to the entire nation will be fulfilled."

Pantel Technologies' Chairman and Managing Director, Mr. Vijendra Singh said, "Our main aim is to develop the entertainment appetite of the rural market and create an alternative India. Currently, devoid of good quality content and with our coalition with SABGroup, we will bring in together our technological proficiency and their content expertise thereby enabling us to provide good content for the rural India which is what we are committed to for their upliftment."

