

HITS EXPANDS ITS REACH IN INDIA WITH THE LAUNCH ON AIRTEL DIGITAL TV

Singapore/New Delhi, 19th May 2022 – Airtel Digital TV is ready to enthrall its subscribers yet again with the launch of its new service - **Airtel HITS HD**. Featuring a selection of some of the most popular, iconic, and award-winning Hollywood television content from the 60s to the early 2000's, the channel is sure to take you on a lovely trip down memory lane.

HITS, the #1 classic TV channel in Asia that brings iconic series is all set to launch on Airtel Digital TV, India on 20th May, 2022. Airtel HITS HD will be available on **Channel 167** on Airtel Digital TV and will be aired in **High Definition (HD)** with English subtitles.

Airtel HITS HD pays tribute to high quality classic and evergreen television shows from a wide array of genres, including sitcoms, adventure, family drama, and crime shows. Airtel digital TV subscribers can now enjoy a window to the best content ever produced for television in HD, **like Diff'rent Strokes, Bewitched, Charmed, Bonanza, The Lucy Show, Baywatch, The Bionic Woman, Sherlock Holmes**, among many others. These award-winning titles are sure to appeal to both those who remember the Golden Age of Hollywood and modern audiences.

Manu Sood, CEO, Airtel Digital TV says, “At Airtel we are always looking at serving the discerning content needs of our subscribers. With Airtel HITS HD we are giving our subscribers a platform to indulge in their favourite Hollywood shows from the 60s to early 2000's. The diverse assortment of English shows from the good old days fulfils a need gap for our evolving viewers who are constantly looking for unique entertainment destinations that are not available elsewhere be it TV or OTT.”

Avi Himatsinghani, CEO, Rewind Networks says, “ We are thrilled to associate with Airtel Digital TV to bring Airtel HITS HD to their subscribers in India. Airtel viewers can now tune in to enjoy the finest curation of the most popular, iconic, and award-winning Hollywood television content from the past in high definition! I am certain our hand-picked selection will make the viewers reminisce over their favorite TV shows, making Airtel HITS HD a perfect destination for family viewing and entertainment. We look forward to the partnership!”

HITS features a carefully curated collection of top TV dramas and sitcoms from Hollywood and UK majors such as The Walt Disney Company, ITV Studios, Paramount, NBCUniversal, Fremantle and Sony Pictures, and will progressively introduce more titles from other studios.

Through this, subscribers can now relive the iconic & memorable characters from yesteryear shows starring **Pamela Anderson, David Hasselhoff, Don Johnson, Ted Danson, Lucille Ball, Mariska Hargitay, Angela Lansbury, Shannen Doherty, Farrah Fawcett, Alyssa Milano, Gary Coleman** and many others on Television. The channel shall be available Free for first 10 days followed by Rs75 per month.

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About Airtel Digital TV:

Airtel is one of the largest digital TV service providers in India. We bring to our subscribers digital quality television viewing with over 667 channels & services, including 86 HD channels, 7 international channels and 4 interactive services. We have continuously innovated in order to drive the convergence of multiple products across home, including content via linear as well as internet-based platforms. To know more please visit, www.airtel.in/digital-tv

About Rewind Networks :

Incorporated and headquartered in Singapore, is a Multimedia Branded Entertainment Company dedicated to providing the Best in Class content to audiences across the Asia Pacific region.

HITS is Rewind Networks' maiden venture launched in 2013 as a linear 24x7 pan- regional pay-TV service. It features a curated selection of the greatest television drama and comedy series from the past few decades in High Definition.

HITS is the fastest growing basic general entertainment channel service in Asia, now reaching more than 24 million households across 14 countries: Singapore, Malaysia, Indonesia, The Philippines, Taiwan, Hong Kong, Vietnam, Thailand, South Korea, India, Myanmar, Sri Lanka, the Maldives and Macau. The channel is available on the basic packs of leading pay TV platforms and OTT services in these countries including StarHub, Singtel, Astro, MNC Vision, First Media, MyRepublic, Cignal, AIS, MOD, CNS, K+, VTVcab, Viettel, CANAL+, Dialog, Tata Play, Jio TV+, KT, Dhiraagu, Medianet, CABLE TV, Unifi TV, Macau Cable TV, Indihome USee TV, LGU+ and now Airtel TV . To know more, log on to hitstv.com

HITS' sister network HITS MOVIES is available in other markets across Greater SE Asia.

Rewind Networks has secured extensive licensing deals with leading studios such as NBCUniversal, Warner Bros, Sony Pictures, The Walt Disney Company, MGM Studios, Paramount, Lionsgate, Fremantle, BBC and ITV Studios.