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## SITI NETWORKS LIMITED

**SITI Networks Limited announces “SITI PlayTop”, its first Hybrid Set Top Box**

- **YouTube & YouTube Kids in-built**
  - **SITI HD+ with DVR facility**
  - **Dual USB Support for Media Playout**
  - **Smart & Intuitive UI**
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New Delhi. 11<sup>th</sup> September 2018. **SITI Networks Limited**, has announced that it will be introducing a **range of Set Top Boxes** for delighting its customers. To begin with, the company has announced, “**SITI PlayTop**”, its **first Hybrid Set Top Box**.

“SITI PlayTop” is a hybrid device that has YouTube and YouTube Kids in-built along with the benefits of SITI HD+ Digital Cable Television. The box has an in-built Wi-Fi receiver which allows customers to use their existing broadband connection of any ISP to make their TV Smart. “SITI PlayTop has DVR facility along with USB playback functionality. This hybrid STB is being initially launched in SITI’s dominant markets of West Bengal, Bihar, Jharkhand, Assam, Odisha, Delhi & Haryana followed by a progressive rollout across India in the coming months.

This is the first device in a range of customer focused offerings planned by SITI. The company intends to roll out more devices in their line-up over the next few months. While launching “SITI PlayTop”, **Mr. Rajesh Sethi** of **SITI Networks Limited** mentioned –

*“SITI has been at the forefront for delighting our customers with latest technology. In this regard, we are today introducing SITI PlayTop, our first hybrid set top box. SITI PlayTop has YouTube & YouTube Kids in-built, which is the most actively viewed app globally. This box will make any TV Smart while bringing the ultimate viewing experience of SITI HD+ Digital Cable Television with DVR facility. Customers will be able to cast YouTube and other apps from their mobile phones on to their TV using SITI PlayTop. The box features a Smart and Intuitive UI which is a testament of our teams’ customer connect.*

*After initial rollout in our dominant markets of West Bengal, Bihar, Jharkhand, Assam, Odisha, Delhi & Haryana, we will be progressively rolling out across India in the coming months.*

*This is just the first step for us, in a long range of customer delight devices which we intend to rollout in the coming months in line with our Customer First motto. We are working with several OEM partners to incorporate AI and machine learning into our work-flows and offerings. The idea is to have a holistic device line-up for our customers to choose from.”*



## About SITI Networks Limited

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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 15 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, Pay per View, Over-The-Top content (OTT), Electronic Programming Guide (EPG) and Gaming through a Set Top Box (STB). All products are marketed under SITI brand name.

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