



Subscription Process for A-La-Carte Channels

The Subscriber may:

- **THROUGH CUSTOMER CARE CENTRE** - Contact the Helpline number 1800-345-3272 and make a request for subscription of any channel on A-la-carte basis. The Subscriber shall be guided to and connected with the Customer Care Centre. Executives will be available to record the request of the Subscriber in Hindi/English and the local language. Apart from this, we also have decentralized service desks at all Unit/Branch Locations.

