



## **SITI Cable celebrates International Day of Yoga**

To 'Embrace a Healthier Lifestyle', and promote the age old practice of Yoga, which is being endorsed by **Prime Minister Shri Narendra Modi**, **SITI Cable Network Limited**, an **Essel Group** Company celebrated the International Day of Yoga on 21<sup>st</sup> June by organizing Yoga sessions concurrently at 70+ cities across India. The yoga sessions at various locations saw participation from more than 50,000 people, 9000 Business Partners and 1500 SITI Employees.

Each event that happened at various locations was unique in its own way. To name a few; In Varanasi 500 people performed yoga amid the river Ganga on 25 House boats & 15 steamers, in Hisar, SITI in collaboration with Patanjali organized a yoga session for more than 3,000 people, likewise in Hyderabad & Bangalore the sessions took place under the guidance of renowned Yoga Gurus. In Delhi, SITI's yoga initiative found huge support from the RSS with more than 800 of its Shakha members taking part in the SITI Yoga drive.

Speaking on the success of the initiative **Mr. V.D. Wadhwa Executive Director and CEO, SITI Cable**, said, "The Yoga sessions, which took place on account of the International Day of Yoga were well received across India and I would like to extend my vote of thanks to the participants for making this initiative a grand success. I hope this drive endures and does not fade with time.

The entire event was covered by SITI's 100+ local channels covering 130+ Cities reaching out to 40 million SITI Cable viewers. For SITI Cable Yoga Day does not end here, it intends to inculcate Yoga into day to day lives of its associates and shall continue doing so through regular Yoga centric programming content on its Local channels."

### **About SITI Cable**

SITI Cable Network Limited (erstwhile known as Wire and Wireless (India) Ltd) 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 Cable Network Limited is one of India's leading Multi System Operator (MSO). With 56 analog and 16 digital head ends and a network of more than 14000 Kms of optical fibre and coaxial cable, it provides its cable services in India's 130+ key cities and the adjoining areas, reaching out to over 10.5 million viewers having a Digital Cable subscriber base of over 5.4 million.

SITI Cable deploys State-of-the-art technology for delivering multiple TV signals to enhance consumer viewing experience. Its product range includes, Analog Cable Television, Digital Cable Television, Broadband and Local Television.