

Dynamos Football Uber Style

Delhi Dynamos & Uber Join hands to enhance your Football experience

New Delhi, 07 November 2014: Delhi's football fans are in for a treat – Delhi Dynamos FC has tied up with Uber to offer free rides to customers buying match tickets worth Rs 200 and more.

In a bid to create exciting experiences for fans and followers, the Dynamos are offering free cab rides in association with the Capital's most convenient way to get around – Uber. All fans who buy tickets worth Rs 200 or more will be able to get free rides worth Rs 500 (2 rides worth Rs. 250 each) through Uber's easy-to-use app available on iOS, Android & Windows Phone devices. Fans will be able to redeem their free Uber ride anytime up until December 31st, 2014.

Commenting on the tie-up, Sameer Manchanda (CMD, DEN Networks) said: ***"The Delhi Dynamos is a club for the fans and is constantly working towards creating one of a kind experiences. The tie-up with Uber will make sure our fans are driven around the city in style. Our utmost endeavour is to deliver to all our fans an enthralling game of football and wow them with unmatched experiences!"***

Gagan Bhatia, Uber Delhi's GM said: ***"We've partnered with Delhi Dynamos because the Dynamos & Uber share one thing in common and that is loyalty to the people of our own city. Improving the Delhi Dynamos fans' experience of the game is Uber Delhi's way of supporting the Orange Army."***

About UBER

Uber is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers. From our founding in 2009 to our launches in over 200 cities today, UBER's rapidly expanding global presence continues to bring people and their cities closer.

About DEN Networks

13 million homes

Largest Subscriber Base amongst all Cable Players in India

DEN Networks Limited is India's largest cable TV distribution company serving 13 million homes in over 200 cities. The company has been a frontrunner in the digitisation of Indian cable television and has approximately 6 million digital subscribers.

DEN's geographic footprint spans 13 key states across India including Delhi, Uttar Pradesh, Karnataka, Maharashtra, Gujarat, Rajasthan, Haryana, Kerala, West Bengal,

U B E R

EVERYONE'S PRIVATE DRIVER™



Jharkhand and Bihar. The company has a significant presence in the strategic & economically important Hindi Speaking Markets (HSM) belt.

DEN Digital - DEN's digital cable services brand is one of the market leaders in India's digital television space. DEN Digital offers a wide choice of channels and services spanning all major genres and languages along with cutting edge value added services (VAS).

True 100 Mbps Superfast cable broadband service

DEN has soft launched its super-fast cable broadband internet services on DOCSIS 3.0 technology. The offering offers plans up to speeds of 100 Mbps. The commercial launch of service is scheduled for September 2014.

Delhi Dynamos FC Redefining football culture in Delhi

DEN is the proud owner of the Indian Super League's Delhi Team – Delhi Dynamos FC. DEN aims to create a robust football ecosystem in Delhi & Northern Indian. Delhi Dynamos has an alliance with Feyenoord Rotterdam – a leading football club & academy from the Netherlands. According to the CIES Football Observatory, Feyenoord is the World No. 1 in Player Development for this FIFA World Cup 2014.

With the introduction of Delhi Dynamos FC, DEN aims to become the default destination for entertainment, information and interactivity for the Indian family.

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