

NDTV Imagine launches Hindi entertainment channel

Corporate Bureau

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NDTV Imagine Ltd, the new entertainment initiative from NDTV Ltd, has announced the launch of its Hindi general entertainment channel. The channel, named NDTV Imagine, will go on air in January 2008. Along with this, NDTV Imagine is also planning to get into movie production very soon and is hoping to release its first film by the end of next year. NDTV has raised upto \$100-120 million, which is going to be invested for NDTV Imagine.

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entire spectrum of television viewers, the channel will offer a wide variety of programming across genres, ranging from light-hearted family soaps to period dramas and from reality music and dance based shows to the most glamorous events of the industry. NDTV Imagine has partnered with the country's leading production houses like Rajashri Films, Hats Off Production, Sagar Arts and Sphere Origins for Hindi entertainment.

Ace director and producer Karan Johar is a creative consultant and brand ambassador of this initiative. Sameer Nair, CEO, NDTV Imagine said, "The launch of NDTV Imagine heralds the return of the general entertainment channel, the return of family entertainment, bringing fresh ideas and concepts which will bring the entire family together to watch television. We have new ideas and we are working with the best production houses and the finest talent in the business and we hope to make NDTV the new entertainment destination for television viewers across the country", he added.