



Prem Sagar and Moti Sagar



JD Majethia and Aatish Kapadia



Deeya and Tony Singh



Vikrant Massey and Rajat Tokas



Malaika Arora Khan

A breath of fresh air on television!

It was amidst a lot of glam and glory that NDTV Imagine Ltd announced the launch of its Hindi general entertainment channel christened NDTV Imagine, consisting of an engrossing line-up of fresh and distinctive programming and set to go on air in January 2008. Spearheaded by Sameer Nair, the force behind innumerable innovative concepts that revamped the face of Indian television like never before, NDTV Imagine makes a promise to entertain and delight audiences with show concepts that are absolutely fresh and stretch across various genres, ranging from light-hearted family soaps to period dramas and from high voltage music and dance entertainers to the most glamorous events in the entertainment business.

The launch announcement was a gala affair consisting of a host of stars from the various shows on the channel coming together to cheer on each



Sameer Nair

other. The atmosphere was further enlivened by mind-blowing performances by the cast of *Dharamwiver*, *Jasuben*, *Jayantikaal Joshi Ki Joint Family* and more so by ace choreographer Saroj Khan who set the stage on fire by her swish dance moves!

Elaborating about the channel, Sameer Nair, CEO, NDTV Imagine Ltd unveiled the philosophy behind it saying, "NDTV Imagine is a Hindi general entertainment channel with an exciting new line up of fresh concepts, fresh faces and programmes targeted at viewers in the age bracket of 6-60. It heralds the return of the GEC, the return of family entertainment for the entire family... bringing fresh ideas and concepts into Indian living rooms and once again, bringing the entire family together to watch television. We have to remember that India is still a one-TV-a-household country majorly and hence we have to make programmes that cater to all at one go. We at NDTV Imagine are working with the best production houses and the finest talent in the business to provide the best possible entertainment."

The stars sounded equally excited about the new concept as they gushed about the same. While Malaika Arora Khan sounded upbeat about the fact that "I'm now going to learn singing after having enchanted the audience with my dance" Rupali Ganguli was happy to do "something seriously off-beat in the telly scenario." JD Majethia, Rumanand Sagar, Sunjoy Wadhwa and Sooraj Barjatya gushed about being given a platform to showcase something truly different on television. "It will inspire us to create something all the more unique and out of the ordinary" they chorused.



Saroj Khan and Shailja Kujriwal



The stars of Dhoom Machi De on stage



Sooraj Barjatya