



NDTV LAUNCHES PRODUCTION GROUP 'REDDOT PRODUCTIONS'

20 April, 2009, New Delhi: NDTV announces the launch of its independent production group '**RedDot Productions**'. The production house will create and design content for television and interactive media.

With over 5000 hours of active programming under its belt and a talent pool of highly experienced producers and technical crew, **RedDot Productions** will offer a whole array of services like- Documentaries, Corporate Films, Advertiser-driven Audio-Visuals, Media Consultancy, Learning Aids, Spots & PSAS, Training Modules and various genres of television programming ranging from Travel, Lifestyle, Youth oriented and Reality based shows, at competitive prices.

Commenting on the launch, Dr. Prannoy Roy, Chairman, NDTV Group, said, "RedDot is a team of NDTV's most creative and talented people. It will be producing shows not only for all our channels, but also for other non-NDTV channels. With this launch, RedDot aims at leading the country with path breaking shows and create new standards that will bring world class production qualities to India.

Sharing her views, Richa Sahai, Creative Head, RedDot Productions, added, "RedDot Productions will broaden the scope of what NDTV is known for within India and overseas. It will be a return to NDTV's roots and core values of being a lean, efficient set-up run by a team of creative individuals producing high quality programming."

RedDot Productions' core team comes with an experience of over a decade in various genres of programming including Reality shows, Game shows, Magazine format shows, Lifestyle, Political Satire and Fiction. Apart from the NDTV group, the team has previous work experience with organisations such as *Discovery Travel & Living, BBC, ESPN, Star Plus, Sony, Pogo, Zoom and Doordarshan.*

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