



## **'NDTV HINDU' to launch in Chennai on 16<sup>th</sup> May**

- **A strategic alliance between NDTV & THE HINDU**
- **Chennai's only city-specific English News & Entertainment channel**
- **Non Stop Programmes, Non Stop Chennai**

**New Delhi, May 15, 2009** – India's two most credible media houses NDTV Ltd. & The Hindu have come together to launch Chennai's first & only city-specific English News & Entertainment channel '**NDTV HINDU**', on 16<sup>th</sup> May, 09. This channel of "Nonstop programmes for Nonstop Chennai", will cover breaking news & current affairs as well as user-friendly information on the hottest eateries, latest gizmos in town & best shopping and hangout destinations in the city. Every programme will reveal a new facet of Chennai & around, offering news that is authentic, credible & entertaining with a young & enthusiastic team of anchors & reporters.

**Announcing the launch of the channel, Dr. Prannoy Roy, Chairman, NDTV Ltd.,** said, "We firmly believe that the future of news is in going local. The Hindu Group with its impeccable credentials has been a household name for generations in Chennai and this partnership will help NDTV HINDU to capitalise on the brand strengths and journalistic values of both the media houses."

**Sharing his views on the launch, N. Ram, Editor-In-Chief, The Hindu,** said, "Chennai is fast evolving as a cosmopolitan city. Though there are a few vernacular channels that exist for local news, yet there is no English channel catering exclusively to this vibrant city. With NDTV's strong television broadcasting and editorial capabilities, NDTV HINDU will bring out the true flavor of the city through its high-end content."

**N. Murali, Managing Director, The Hindu,** added, "With its non-stop programming across genres, catering to a young urban India, NDTV HINDU aims to change the perspective of every Chennaiite about their city, by the minute."

**Commenting on the launch Rajiv Lulla, MD & CEO, NDTV HINDU** added, "This channel is a winning combination of editorial excellence & superior programming quality, targeted at the young, with genres of programming ranging from food & restaurants, shopping, fitness, technology, audience generated videos, movie reviews, and about life in the city."



Designed as a highly interactive channel, 'NDTV HINDU' will invite students from Chennai schools for the weekly show titled '**I Spy with My Digital Eye**' where they will be taught how to make films, all caught on camera. The channel will also offer a show for shopaholics called '**Super Shopper**' that will introduce Chennaites into the world of style & glamour as the show hosts travel to city boutiques, stores, malls & even the footpath to check out the best deals & sales. '**Shift Focus**' on the other hand will showcase who went where over the weekend, what's the latest show in town & latest updates on exhibitions, night dos & book launches within Chennai & around the state. Veteran broadcast journalist Jennifer Arul, Managing Editor/COO, NDTV HINDU, on '**Night Vision**' will round up the day's happenings in and around the city and national news of importance.

Chennai will also watch the complete analysis of the 15th Lok Sabha results with none other than the Editor-In-Chief of The Hindu, N Ram, on '**N Ram at 8 pm**'. The show will capture the results euphoria and disappointments across political parties as well as the game changing role played by the Tamil Nadu parties. Also as part of Election Special, people will be able to watch special debates between students, politicians and opinion makers.

'NDTV HINDU' will be broadcast free-to-air on Hathway and SCV.

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