

## B.A.G Films Launches 'News 24' - A Hindi News Channel

B.A.G Films & Media Ltd. today announced the launch of News 24, its 24-hour Hindi news channel. Targeted at the 'Young Adult', News 24 is a potent combination of the most modern broadcast technology and exceptional editorial talent and promises to give viewers an unmatched viewing experience of news, the way it was meant to be. The test signals are already on. Formally the channel, with the tagline 'Nazar Har Khabar Par', will be on air from 5 pm, Thursday, December 13, 2007.

Ms Anuradha Prasad, Managing Director of B.A.G Films & Media Ltd. said, 'News 24 stands for top quality journalism and is supported with an unprecedented news gathering infrastructure across the country.'

The channel has set up 13 of its own news bureaus across India. Over 300 exclusive foot soldiers appointed across the country to cover news as it happens, wherever it happens, will support the news gathering. News 24 is adopting tapeless cameras making time-consuming physical delivery of tapes completely redundant. The innovative 'IT News Gathering Technology' enables on-field journalists to upload/uplink recordings instantly, thus ensuring immediacy of news. The entire News 24 network is transparently connected across the 13 bureaus. The network has implemented a revolutionary digital archiving system that can store up to 5000 hours of coverage with expandable memory.

Ms Prasad added, 'News 24 has hired the best of news talent to ensure that we get the most relevant news from across India targeting the emerging 'Young Adult', be it politics, sports, business or lifestyle. The channel will establish itself as a premium 'NEWS' channel, a vastly different proposition from the current fare seen on most other Hindi news channels.'

In keeping with this mandate, News 24 has pooled in a team of established and talented anchors and reporters to deliver news with the highest editorial standards to reflect the channel's vibrancy. The team has been handpicked from the best talent available to capture news across the length and the breadth of the country. The core editorial team at News 24 starts with Ajit Anjum - Managing Editor, (who has created milestones in programming with shows like Sansani and PolKhol) under whose mantle is Supriya Prasad as Director (formerly with Aaj Tak), Rahul Mahajan as Executive Editor and Vibhakar as Executive Editor - Assignment. The anchors include Kartikeye Sharma, Anjana Kashyap, Shweta Singh, Sayeed Ansari and Aparna Kala, all established and respected names in the Hindi News category.

Kartikeya Sharma is the Chief Political Correspondent and will take the center stage on the prime time show, which will cover gripping political developments in the country. The 9.00 pm bulletin will be anchored by the Anjana Kashyap with a virtual screen backdrop. The 10 pm show shot at the top-of-the-line studios of the channel in Noida will feature the refreshing duo of Shweta Singh and Sayeed Ansari providing incisive insights into daily events. The well-known Aparna Kala will anchor the morning shows.

News 24's mandate is to present news as it happens. The channel will attempt to report unbiased facts, news, views and analyses guided by the true spirit of journalism.

'We believe that truth and reality as shown on most TV news channels are someone else's

perceptions; we will allow people to develop their own opinions and decisions on the basis of the facts we present. I am proud to have a team of well-established and truly respected anchors and reporters, who have already made a mark for themselves in TV journalism' says Anuradha Prasad.

The global company, Broadcast Design International, Inc., which has developed set environment solutions for major international news networks, has designed the sets at News 24. The sets have been created with 16:9 and High-Definition TV in mind. The innovative features, some of them unique to India, include comprehensive multi-performance sets, integration of new video technologies, more vivid, illuminated backgrounds, with layering and many more unique presentation venues where the anchors and specialty reporters are "unfettered" from the anchor desk. Also, available and in high demand are great branding opportunities, talent relationship shots and a better look and feel presentation than any existing players in the market. News 24 will in the near future be engaging streaming news live on its dedicated internet website.

News 24 will be available across all television delivery platforms, including cable TV, DTH, IPTV, mobile TV and web streaming.

( © India PRwire / India eNews)