

UTV Interactive eyes 20 mn users for its voice blog

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UTV Interactive, the digital arm of UTV, is targeting to garner 15-20 million subscribers for its voice blog service in 12 months from now, according to its chief executive officer Manish Agarwal.

“Right now, we are only on Airtel, and in four-five months we should be reaching 2 million subscribers on Airtel alone. At present, we are talking to all other operators. While we already have a soft launch with Reliance Communications, we will go live on one more operator early next month. In the next five months, deals with all the operators will happen,” he told *Business Standard*.

In celebrity aggregation in the digital space, UTV Interactive has so far tied up with 20 celebrities, including Bollywood and the film industry down south, besides sports personalities. Agarwal said the company was working with another 20 celebrities, and deals with them will be signed soon.

The company was targeting ₹ 45 crore per celebrity per month, on envelope calculation of ₹ 10 per month on Airtel and ₹ 30 on other operators.

It today launched south actress Ileana D'Cruz on its the mobile through voice blogs and voice chats.