



Prachi Desai says "Talk2Me" Prachi's first voice chat on an exclusive platform designed by UTV & Airtel

Mumbai, 26th February, 2011: Does your heart skip a beat at the thought of talking to your favourite star? Do you dream of getting up-close and personal to your heartthrob? UTV & Airtel gives you an opportunity to make your dream come true! For the first time ever the charming beauty and the very talented **Prachi Desai** will be on a voice chat to interact with her fans one-on-one.

Prachi earned immense popularity during her stint on Television which only augmented further with her big screen debut. She has garnered fans in all age groups across the country and UTV Interactive & Airtel bring these fans a chance to speak with her in person. She will talk about her upcoming projects, her passions, her likes and dislikes. It will be the real Prachi that her fans can discover on the day of the chat.

Interactive, the digital arm of UTV, & Airtel get your favorite celebrities close to you through the latter's "**Talk2Me**" platform. Prachi Desai will get chatty with her fans and will answer their questions on **27th February, 2011** between **4:00pm and 5:00pm**. You can now subscribe by dialing **50505** and ask Prachi all that you have been longing to know about her.

About this initiative, **Prachi Desai** said, "*This is going to be my first ever direct interaction with my fans & I am super excited to be talking to them 1-0-1. My fans have just seen me on the big screen, but there I am playing a character, on my voice chat they will get to know the real me. I am looking forward to connect to them & know what they think of the real Prachi!*"

About UTV Interactive

Interactive, the digital vertical of UTV, which officially came into the fold in May'2008, addresses digital space in domains such as business, finance, entertainment (TV, films, music), gadgets and technology. The Company has put together capabilities to deliver content for user specific device. Youth has always been the primary target group for the Company and therefore, focus is reiterated on two devices that command maximum attention from the young consumers - the computer and the handset. In other words, the internet and the mobile act as two supreme mediums to exhibit the best of content available in all segments across industries.

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