



## UTV & Airtel extend "Talk2Me" service to regional markets

**Mumbai, 16th March, 2011:** Continuing with its attempt to bring stars closer to their fans, UTV gives you the opportunity to make your dream come true! Post the success of Prachi Desai's voice chat, UTV extends the "Talk2Me" service to regional markets like Kochi and Chandigarh with **Jagadish Kumar**, Malayalam film star and **Satinder Sartaaaj**, Singer, Composer, Lyricist from Punjab.

**Jagadish Kumar** is one of the few stars who is compatible both in front of the camera as well as on the live stage. **Satinder Sartaaaj** is already a name to reckon with in Sufi music and has recently launched his new album '**Cheerey Wala**'. As super stars in their respective fields, they have garnered avid fan following globally. UTV now offer these fans the opportunity to have a one-on-one conversation with their favourite stars on voice chat. These stars will chat on their upcoming ventures, their passion, their likes and much more and offer a real time opportunity for their fans to get to know the Jagadish and Sartaaaj more closely.

**Sameer Pitalwalla, Sr. Vice President, UTV Interactive and Business Head Video Products** says *"Talk2Me is an exclusive service designed by UTV & Airtel. This service is a celebrity chat platform where thousands of fans can get connected with their favorite celebrities and chat with them live. After receiving immense response on voice chats for other celebrities in the past, we are looking at expanding this to regional markets. "Talk2Me" service is a good beginning to extend our foray in these markets and hence we are pleased to partner with popular names likes Sartaaaj and Jagadish. We have lots more in store for this platform, where fans from across the country will get a chance to interact directly with their favourite stars regardless of where they are"*.

About this initiative, **Jagadish** said, *"It is for the first time that I will be interacting with people on such a platform. It is new, interesting and I'm really looking forward to it. I love to chit chat with my well wishers. This will help them get a sneak peek into my reel life as well as real life."*

About this initiative, **Sartaaaj** said, *"It's always a great experience for a performer to get connected with his fans. I am blessed to have a large sect of audience that believes in my product and drives me to deliver my best. I am excited to explore this new platform of live chat whereby my well wishers and followers can speak their heart out to me."*

Interactive, the digital arm of UTV, and Airtel get your favorite celebrities close to you through the latter's "**Talk2Me**" service. Connect with **Sartaaaj** on **21<sup>st</sup> March, 2011** between **4:00pm and 5:00pm** by dialing **505054**, and with **Jagadish** on **22<sup>nd</sup> March, 2011** between **5:00pm and 6:00pm** by dialing **505052**. Ask Sartaaaj and Jagadish all that you have been craving to know about them.



### **About Interactive**

Interactive, the digital vertical of UTV, which came into fold in May 2008, addresses the digital space across domains such as business, finance, entertainment (TV, films, music), gadgets and technology cutting across all demographics. Youth will always be the primary target for the company, where strategic focus lies on web-enabled PC and handheld devices. Sourcing out the best content consistently across categories, Interactive has been in the forefront of delivering a first-in-class digital media experience to an increasing technology-savvy audience.

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