



UTV Interactive's 'Divya Kathayein' launched in UP

~Lord Krishna emerges as the most popular deity in the state~

Lucknow, 01 February 2012: UTV Interactive, the digital arm of UTV, launched "**Divya Kathayein**", an audio product to offer Mythological stories on Indian deities on mobile phones. Available across Airtel, BSNL and Reliance, 'Divya Kathayein' offers audio content on various Indian deities – Krishna, ShaniDev, Ganesha, Durga, Vishnu, Shiva, Sai Baba and even Ramayan. Based on product usage, Uttar Pradesh has witnessed **Lord Krishna** as the most popular deity followed by **Durga** and **Ganesha**.

Uttar Pradesh is a key market and within a short span of two months, 'Divya Kathayein' has received an overwhelming response with average usage ranging from 5-7 minutes per user.

Top 3 deities in UP:

1. Krishna
2. Durga
3. Ganesha

'Divya Kathayein' offers short 10 minute mythological stories of desired deity on-the-go in seven different Indian languages which include Hindi, Tamil, Telugu, Kannada, Malayalam, Oriya, Bengali. To subscribe, users have to call 50787 (Airtel and BSNL) and 56694222 (Reliance).

Commenting on the sensational response in UP, **Lavina Tauro, Sr. Vice President, (Audio Products & Music), UTV Interactive** said, "Mythology/Devotion based content is a big market and consumed significantly across the country, this goes in tune with our religious orientation. 90% of the ever increasing mobile phone population in India still uses basic mobile phones with key source of entertainment being voice related products and this we believe will dominate the entertainment space in the mobile VAS segment. With 'Divya Kathayein' our aim is to reach out to the remotest corners of the country and provide this group with interesting content on the go on their personal phones. Uttar Pradesh is amongst the key markets for us and we are thrilled with the uptake of 'Divya Kathayein' in the state especially Lucknow. With more content added to the product regularly we are sure that more and more people will choose to be a part of it."

Available at Rs. 30 per month, Divya Kathayein is updated every fortnightly with a new story released on each deity offered. The one-time payment allows people to call as many times as they like in a month, and pick and choose the deities and languages, including new content that will be added regularly.



About Interactive – UTV

Interactive, the digital vertical of UTV, which came into fold in May 2008, looks after the dissemination of entertainment based content over the digital space more specifically the mobile and web. UTV has identified tremendous potential in this arena and are creating products and applications that consumers can use and enjoy across demographics. With the strategic focus being across two mediums Voice and Video, UTV has rolled out products such as Audio Cinema, Audio Devotion, Celebrity based - voice blogs, voice chats and even video chats and continues to innovate in the space of made for mobile content.

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