

TV9 Network Forays Into Bengal To Launch TV9 Bangla In TheCrucial State

Kolkata, 23rd November2020: TV9 Network, India's largest television news network by reach, has embarked on a massive expansion plan for both its linear television as well as digital news businesses. The expansion plan will kick off with the launch of TV9 Bangla, a 24X7 news channel in the dynamic Bengal news market early next year.

Before the launch of TV9 Bangla, the network will unveil its digital offering, tv9bangla.com in December. As West Bengal prepares to go to the hustings, the grand entry of TV9 Bangla digital and TV platforms will be a game-changer for the robust Bangla news market.

Commenting on the Network's foray into West Bengal, Barun Das, CEO, TV9 Network, said: "Gopal Krishna Gokhale had famously said 'What Bengal thinks today, India thinks tomorrow'. But nearly a century later it would seem like that statement applies more to Bengal's past than the present. An intellectually progressive state and exporter of the best talent to India and the world, we believe the state and its people still retain the wisdom and wares to make that its future as well. Bengalis are the typical Argumentative Indian, they want to keep her ear to the ground and hence are naturally drawn to news.

"More importantly, Bengalis are proud of their language and largely consume news in their language. The discerning Bengali viewer will always have room for a neutral perspective and a balanced opinion. That's the place in the Bengali heart and mind that TV9 Bangla aspires to occupy. We are here to strike the right balance with neutrality and a fair perspective forming the core of our operations. Our unbiased coverage and world class presentation will give teeth to the Fourth Estate in West Bengal."

On the timing of the launch, Das said: "The state is already into election mode. Indirect canvassing has already started and the heat is building up. Given Bengal's propensity for free flow of information, news viewership is bound to peak. We believe this is a perfect opportunity for TV9 Bangla to establish its credentials and win the maximum share of viewership and voice."

The network has onboarded veteran journalist Anjan Bandyopadhyay as the Input Editor of TV9 Bangla news channel. A gold medallist from Calcutta University, Bandyopadhyay has 32 years of experience and has worked with almost all major media houses, including ABP, Zee, ETV and Sky Bangla. He was the editor of Zee 24 Ghanta and his last assignment was with ABP as its Editor-Digital.

Hiring for both the platforms is in full swing. Amritanshu Bhattacharya has also joined as the Editor, TV9 Bengali Digital and will also serve as Deputy Managing Editor, Output, for the television channel. Bhattacharya comes with a rich experience of more than 25 years across print, audio visual and digital media, having worked with Jugantar, Aajkaal, ETV and Zee Media Corp. His last assignment was as an Associate Editor and Head of Digital of Zee 24 Ghanta.

With the launch of TV9 Bangla, TV9 Network looks to further reinforce its regional dominance and consolidate its position as the No. 1 news network in the country.

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