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Music, masti and more...

No more *rona dhona*... it's fun time as new TV channel combines music and humour

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If you are tired of enduring the emotional highs and lows in daily soaps and the tension on reality shows, there's something different on TV now. It's from the house of Sri Adhikari Brothers and is called *Mastiii*, *Comedy aur Music ka Sabse Bada Dose*, India's first ever music and comedy channel, a niche genre. The channel has 70 per cent music interspersed with 30 per cent humour that includes gags, spoofs and jokes with artists like Raju Srivastava, Suresh Menon, Sunil Pal, Shailesh Lodha, Ehsaan Qureshi, Raj Vyas, Kiku Sharda, Howard Rosemeyer and Sugandha Mishra amongst others.

Within just six weeks of its launch, the channel is already creating a buzz. Launched on July 4, *Mastiii* is currently a free-to-air 24-hour family entertainment channel.

Markand Adhikari, Vice Chairman and Managing Director, SAB Group, told *BT*, "When we combined music with comedy, we knew we were the first to think of it, but we took the plunge with confidence that a combination of two fun elements is sure to win the audiences. We felt rewarded for our efforts when, six weeks into its launch, our channel became the No.1 music channel in the Hindi speaking market. This has reaffirmed our faith in the fact that there is nothing greater than innovative and compelling content to make a television channel successful. We are feeling very encouraged and want to tell our viewers *mastiii chalu rakho!*"



FUN TIME: Anushree, Markand Adhikari, Suresh Menon and Raju Srivastava