

Top of the chart

In June 2006, Markand Adhikari, VC and MD of the ₹30 crore listed Sri Adhikari Brothers Television Network (SAB TV) had said that his decision to sell his channel to Sony for \$13 million was aimed at the company's decision to focus on television content production, which was his company's core competence. But he was playing his cards

close to his chest. And, in July 2010, he came back with a channel.

Adhikari has launched Mastiii, a Hindi music and comedy channel from the Sri Adhikari Brothers' stable with resounding success. As on date, it has made it to the top slot in the music television genre across Hindi-speaking markets in the 45 weeks of 2010. Within just about 25 weeks of its launch, the channel raced past other channels in the genre and emerged No. 1. It has garnered 25 gross rating

♦ 18 ♦

BUSINESS INDIA • December 13-26, 2010

Follow-up

points (GRPs) amongst viewers of 15 years and above in socio-economic categories A, B and C, according to TAM India data.

It all started in June 2009 when Adhikari and his team conceptualised it with an initial investment of ₹75 crore. In the next three months, Adhikari got a team of 100 people in place and by January 2010, production work started.

But, how has it managed to reach the top slot? "We have got a different concept, and Mastiii is not a vanilla music channel," adds Adhikari. "It's an electronic radio with fun as well as songs. We play complete and unabridged songs unlike other music channels. The content is two-thirds music and one-third comedy. There is a gig (musical performance) after every two songs, which runs round the clock. We produce 500 gigs a month, and there are 15 different concepts." He feels the gigs (one to one-and-a-half minutes) are short and sweet enough to have done the trick, as viewers of today don't stick to a channel for long, as there are a clutter of channels.

Another fact Adhikari paid attention to is distribution. Mastiii is aired through some 300-odd networks across the country and also available on direct-to-home (DTH) like Dish and Videocon D2H. "We are negotiating with TataSky," he adds. However, in India, 89 per cent of success depends on the cable network and 11 per cent on DTH. The channel is also in talks with mobile service providers and Internet

companies to develop a new technology where content can be shared. But Adhikari is tight-lipped about it. He has other plans in the entertainment segment that would be rolled out in the first quarter of 2011.

Business India had written about Sri Adhikari Brothers when it hived off its SAB TV channel. Now it's back with a new music channel - Mastiii

Meanwhile, the Indian music television industry is growing at 20-22 per cent year-on-year, and is estimated at ₹225 crore with a dozen music channels in the fray, according to industry sources. "Mastiii is scoring high as it is driven by a strong distribution system and novelty. But every week the TRPs keep changing. We are also ready with some new content that's coming up next month. It's for the viewers to decide," he adds. Adhikari hopes to see an operating break-even on his investment in Mastiii in the next two years.

♦ LANCELOT JOSEPH

Flashback

30 YEARS AGO

Tourism: On the chopping block

The tourism industry is in for another crunch. After three years of brisk growth, tourist arrivals in 1979 reflected a negligible growth over 1978. The 1979 figure at 7,64,781 was also the lowest in the last 30 years. It is no consolation that the country's foreign exchange earnings from tourism in 1979, at ₹338 crore, was higher by 2.4 per cent. Figures could lie. A small fluctuation in the exchange value of foreign currencies against the rupee could make nonsense of so small an increase in earnings.

NOW India, according to the World Travel and Tourism Council, will be a tourism hotspot from 2009-2018, with the highest 10-year growth potential. Last year, 5.11 million tourists arrived in India, resulting in ₹54,960 crore in foreign exchange earnings. Foreign tourist arrivals, at 3.83 million during January-September 2010 as compared to 3.48 million during the same period last year, show an increase of 10 per cent.



BUSINESS INDIA, DECEMBER 8-21

1980

20 YEARS AGO

Kirloskar Pneumatic: Easing the pressure

The sale of the company's loss-making tractor division will relieve the group of a serious financial burden. Kirloskar Pneumatic Co (KPC) decided to phase out the tractor division, as it could not afford the inventory cost and interest payment on non-convertible debenture. The division's annual loss of ₹1 crore will cease, while the sale will bring in about ₹8 crore. With the millstone removed, KPC should be back to minding its high-pressure business.

NOW The company has two major business segments: compressor systems and transmission products. For FY10 the turnover of the compressor systems segment was ₹390 crore as against a turnover of ₹423 crore in FY09. Similarly, the transmission products segment was ₹62.9 crore and ₹94.8 crore, respectively. KPC registered sales of ₹453.3 crore for FY10 against ₹518.5 crore in FY09.



BUSINESS INDIA, NOVEMBER 12-25

1990

5 YEARS AGO

Retailing: Opportunity India

Retailing in India has been witnessing a revolution. Overseas retailers have come sniffing around, sensing opportunity, given India's customer base, with 52 per cent of the total population being under 25. The current share of the organised retail sector of 3 per cent is expected to have a three-fold rise and grow to 10 per cent in the next five years. The number one important issue in shaping the future of modern retailing in India, is the role of the government and its policy towards foreign investment, both FDI and FII.

NOW India continues to be an attractive nation for retail investment. In 2009, retail trade accounted for 12 per cent of India's GDP and is expected to account for 22 per cent by the end of 2010. The organised sector's share of the total retail market is likely to increase from 7.5 per cent in 2007 to 20 per cent in 2010. The Indian retail market is expected to grow at a CAGR of more than 25 per cent. The debate on FDI in the multi-brand retail sector continues endlessly.



BUSINESS INDIA, NOV 21-DEC 4

2005