

--- Select City ---

SUBMIT

\*Disclaimer : Investing in equities & commodities futures involves risk. Please carefully read the risk disclosure document as prescribed by SEBI and relevant exchanges.



# Business Standard

Monday, Aug 02, 2010

Welcome, Guest


[Login](#) | [Register](#)
[Advanced Search](#)
[Feedback](#) | [RSS](#)
[Content Guide](#)
Follow us on [twitter](#)
[Home](#) | [Markets & Investing](#) | [Companies & Industry](#) | [Banking & Finance](#) | [Economy & Policy](#) | [Opinion](#) | [Life & Leisure](#) | [Mgmt & Mktg](#) | [Tech World](#) | [BS Products](#)
[Section Home](#) | [News Now](#) | [Today's Paper](#) | [Q&A](#) | [People in the News](#) | [Industry News](#) | [Features](#) | [The Compass](#) | [Research & Analysis](#) | [Opinion](#) | [Corporate Results](#)
[Home](#) > [Companies & Industry](#)
[Live Markets](#) | [Smart Portfolios II](#) | [Commodities](#)

Search:

Keyword



## Mastiii becomes top Hindi music channel in 3 weeks

Sharmistha Mukherjee / New Delhi August 1, 2010, 1:53 IST

Just three weeks after its launch, Mastiii, a Hindi music-cum-comedy channel, has hit the number one spot among music channels in India's Hindi-speaking markets.

It is currently available in 21 million cable and satellite (C&S) households. Sri Adhikari Brothers is in the process of distributing the channel in four Hindi-speaking markets not covered so far, which include Kolkata, Punjab and parts of Maharashtra.

According to data with TAM, a television audience monitoring agency, the gross rating points for the channel in the Hindi-speaking market were 21.3 for the week ended July 24. This places Mastiii ahead of B4U, whose ratings were 20.3. The channel is, at present, available in Mumbai, Delhi, Gujarat, Madhya Pradesh, Rajasthan, Bihar, Chhattisgarh, Orissa and Uttar Pradesh.

Since the channel went on air late last month, show numbers from aMap, an overnight television audience measurement agency, show Mastiii's share in the music space has increased to 6.7 from 1.5. This brings it among the top five channels in the Hindi music category. aMap numbers have been derived on an all-India scale.

Anita Verma, head of programming at Mastiii, said, "Music goes down well with all categories of audience. With music becoming expensive and fewer channels opting for such content, a gap has come up in the genre which we are catering to and satisfying. In the second week of operation, we gained the number two slot, which indicated the content is appealing to viewers. We are now the dominant music channel in Hindi-speaking markets."

Mastiii has a mix of 75 per cent music content and 25 per cent comic acts. The channel intends to cater to all segments of audience, from urban youth to the aged. Verma added, "Looking ahead, we want to firmly establish Mastiii as the number one channel in the music genre. Our programming mix is unique and will help us draw audiences from music as well as comedy channels."

It has received good response from advertisers. When commercial slots are opened next month, all major brands are set to advertise.

The channel has already roped in Raju Srivastav, Suresh Menon and Sunil Pal and is in talks to get on board comedian Ehsaan Qureshi. Comic acts of roughly two minutes duration would be played after every two songs.

Shows such as Raju Ki Adalat, Indian I-Dohl and Pak Pak Pakao are already bringing in good numbers. Soon, the channel is set to launch a reality show, India's Mast Wanted, based on the talent hunt format, to identify upcoming comedians.

### Other Stories

- Uptrend intact: Sensex gains 164pts
- SAIL invites bankers for 10% stake sale
- July factory PMI rises, output up sharply
- Karnataka Bank board approves rights issue
- **Oppn leaders attend Govt meet to break Parliament impasse**

[More](#)
**Tags** : Mastiii | Hindi music-cum-comedy channel | music channels | Sri Adhikari Brothers | Anita Verma |

[Click here to visit SME Buzz](#)

#### The 2.18Cr Pension Plan

Invest today. You could get 2.18Cr @60. Best limited offer from 46 Cos  
[www.policybazaar.com/Insurance](http://www.policybazaar.com/Insurance)

#### Online Share Trading

It All Started With ICICIdirect.com Open Integrated 3-in-1 Account Now!  
[ICICIdirect.com](http://ICICIdirect.com)



Ads by Google

#### Also Read

##### Related Stories

[News Now](#)

- SAB to invest up to Rs 100 cr in music channel Mastii
- Adhikari Bros completes 100% FCCB buyback
- Akdhikari Bros to issue warrants to promoters

### Most Popular

[Read](#) | [E-Mailed](#) | [Commented](#)

- Biyani sees a Rs 8,500-cr NBFC giant
- Fund houses lose Rs 8,000 cr in equity assets; survival of many in danger
- Crompton makes \$400-mn bid for Emerson's transformer business
- Tata-Pepsi JV to first focus on affordable packaged water
- Tata Motors' July sales grow 62%

[More](#)

### BS Poll

Cast Your Vote

Will the market cross 18,000 this week?

Yes

No