

Khushi Ki Recipe

India's first 360° approach media offering

The 3 Mantras of Entertainment in India



BOLLYWOOD

CRICKET

FOOD

Current Issues in TV Industry



Audience stuck in a clutter of 500 + channels on TV

Evolved, knowledgeable, media exposed consumer, seeking bang for the buck.

Completely addressable digitisation still a distant dream

High cost of content production.

Low ARPUs to increase payback time.

Need to improve measurement tools for measuring viewership.

SOLUTION

THINK BEYOND

Genesis of 360 Degree Approach



CATERING THE EMPOWERED CUSTOMER

Rules of Engagement have changed, today consumer is looking to consume content which is not only engaging but available on the platform or device of his/her choice and at the time of his/her choice.

With explosion of digital content, consumers have choices and volumes of content several magnitudes greater than five years ago, much of it available free—or at no extra cost above cost of access.

Consumer willing to pay for Convenience, Experience, Participation and Privilege. Resulting in Reality Shows, Internet based Content, Offline Engagement and many more such activities That result in engaging into a sustainable profitable relationship with consumers.

Conventional Revenue streams of TV industry



- Television distribution: Subscription revenues from services broadcast via cable (analogue or digital), DTH or other means
- Television advertising: Advertising revenues sold by television programmes as well as service providers



The 360 Degree Approach Route

Digital

B2B

- Yellow pages online – The 'Food' pages

B2C

- Website
 - Online food community
 - Blogs
 - Social Media
- Mobile (VAS)
 - Apps
 - IVR
 - SMS
- Online food guide
- Online education

Print

B2B

- Yellow pages – 'Food' pages
- Industry magazines

B2C

- Magazines
- Cookbooks
- Periodicals
- Food guide

Services

B2B

- Awards/ Certification
- Education
- Events
- Annual "Power List"
- Food industry report

B2C

- Concierge Services
- Restaurants
- Banquets
- Culinary Tourism
- Services on hire
 - Chefs
 - Waiter on wheels
- Consultancy

Television

- TV Channel
- Teleshopping
- Content Production
- Interactive Television

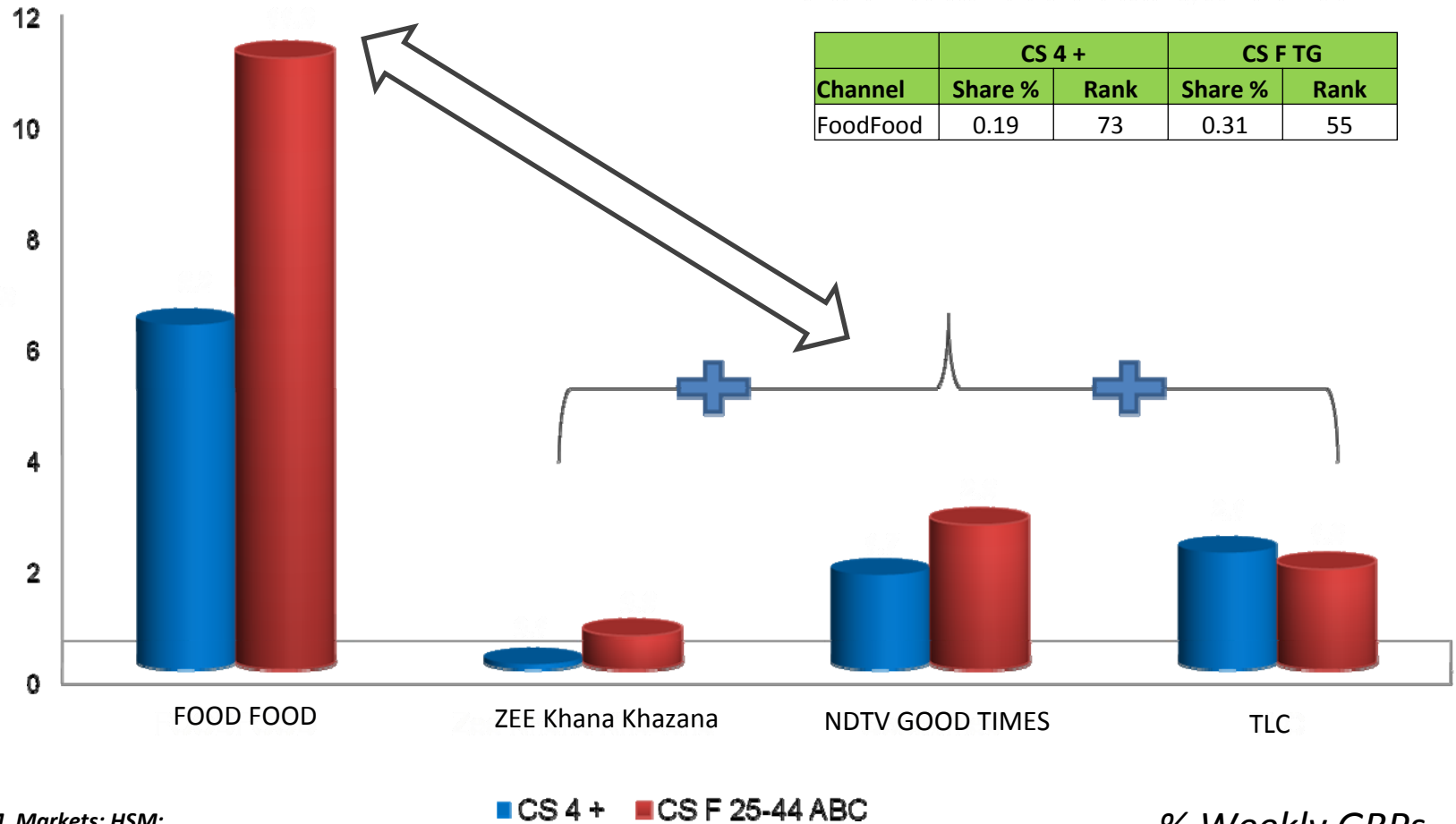
Consumer Products

B2C

- Branded cookware
- Modular kitchens
- Food Products



Top ranking food & lifestyle channel in just 9 mths

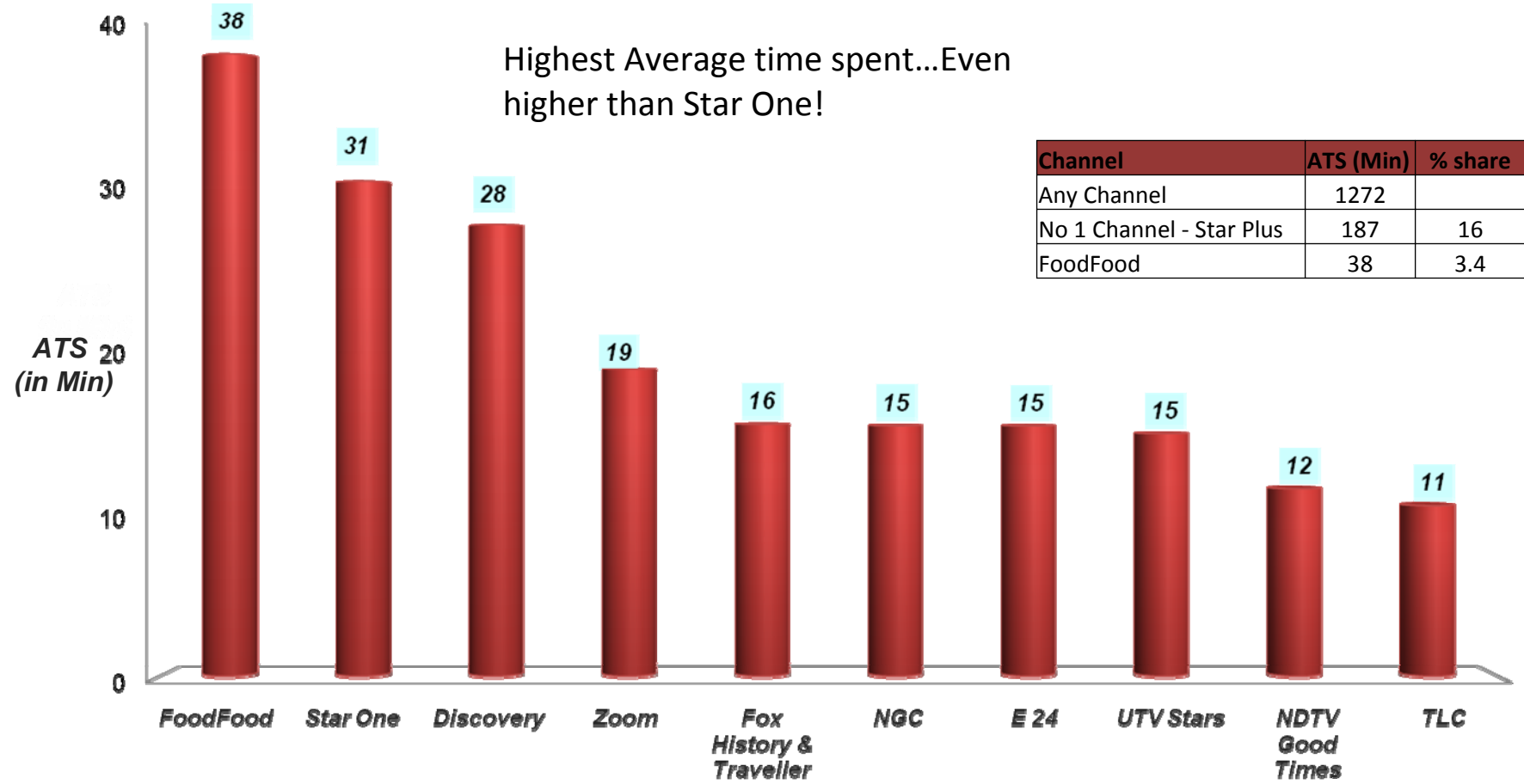


Source: TAM, Markets: HSM;
Time Period: Wk 40'11, All days,

% Weekly GRPs



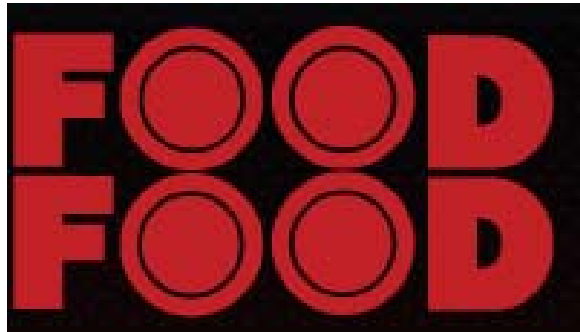
Sticky content & extremely loyal consumers



Channel	ATS (Min)	% share
Any Channel	1272	
No 1 Channel - Star Plus	187	16
FoodFood	38	3.4

Source: TAM, Markets: HSM;
CS F 25-44 ABC,Wk : 40

% Weekly ATS



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barely a year old

THANK YOU