



Prasar Bharati's OTT platform WAVES will provide clean family entertainment: Shri Navneet Kumar Sehgal, Chairman, Prasar Bharati

WAVES offers content for all; for Indians and those who want to remain connected to their Indian roots: Gaurav Dwivedi, CEO, Prasar Bharati

WAVES and Doordarshan to offer 'Kakbhushandi Ramayana' based on research on different versions of Ramayanas available across the world

#IFFIWood, 21 November 2024

"As national broadcaster it is our duty to make clean family entertainment reach all sections of society," said Shri Navneet Kumar Sehgal, Chairman, Prasar Bharati while addressing a press conference on WAVES OTT and its offerings at 55th edition of IFFI here in Goa today. A clear need was felt for having an OTT platform of Prasar Bharati which led to the launch of WAVES. "Besides news, games, current affairs programmes must also be catered to the citizens", he added. Shri Sehgal also said that this platform will showcase India's rich cultural heritage and history. There is no charge for downloading WAVES OTT and viewing contents in it, except for a few premier contents, he informed.

Shri Gaurav Dwivedi, CEO of Prasar Bharati, said, "there is a need for the public broadcaster to remain present in all platforms as we have to make information and content available for the audiences all across our large country." This medium which is for all Indians will be of immense use for the people who have moved away from their roots, but want to stay connected with their own culture, he added.

'Fauji 2.0' will be available on WAVES OTT

'Fauji 2.0,' is a modern adaptation of the iconic 1980s Shahrukh Khan show Fauji. Producer Sandeep Singh, Lead Actors Gauhar Khan, Vicky Jain and the cast and crew also participated in the press conference. Speaking about this new project, actor Gauhar Khan said, "Fauji 2 shows the lives of people who represent and protect India". Speaking about Doordarshan, actor Vicky Jain opined that all shows of DD are brands for themselves. "Many of us have seen Ramayan and Mahabharat with

family during pandemic”, he added. He stated, DD covers those audiences who don’t have access to cable TV. Sandeep Singh, who is well-known for producing movies like Mary Kom, Aligarh and Sarabjit, opined that it is an honour to have one’s program showcased on DD’s platform.

‘Kakbhushundi Ramayana’, a New Original Show Started on DD National will also be available on WAVES OTT

Renowned film director and producer Ramanand Sagar’s grandson Shri Shiv Sagar also attended the presser and shared his insights on how the epic series will captivate young viewers. He narrated how more than 350 versions of Ramayanas from all over the world were researched to make ‘Kakbhushundi Ramayana’. “The best stories have been taken and portrayed in a new manner,” he added. Speaking about WAVES OTT, Shri Shiv Sagar said, India’s rich history will find an apt platform.

WAVES OTT Platform

Yesterday, Chief Minister of Goa, Dr. Pramod Sawant launched ‘**WAVES**’ Over-The-Top (OTT) platform of the national public broadcaster, Prasar Bharati at the opening ceremony of 55th International Film Festival of India (IFFI) held in Goa. With the launch of the platform, Doordarshan, India’s iconic public broadcaster, has ventured into the platform space to cater to the growing demand for digital streaming services. The platform aims to revive nostalgia while embracing modern digital trends by offering a rich mix of classic content and contemporary programming.

‘**WAVES**’ is making its entry as a large aggregator OTT with Inclusive India stories embracing Indian culture with an international outlook, in 12+ Languages - Hindi, English, Bengali, Marathi, Kannada, Malayalam, Telugu, Tamil, Gujarati, Punjabi, Assamese. It will be spread across 10+ genres of infotainment. It will provide Video on demand, free-to-play gaming, Radio streaming, Live TV streaming, 65 live Channels, several App in App integrations for video and gaming content, and online shopping through Open Network for Digital Commerce (ONDC) supported e-commerce platform.

For more information on WAVES, please read: <https://pib.gov.in/PressReleaselframePage.aspx?PRID=2075273>

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