

## market tracker



### Travel TV in Hindi

Explore, a new travel channel on TV, says it's a channel with a difference. The first travel channel in Hindi, which went on air this month, says its entire programming is going to be directed towards promoting the travel business in India. According to Rajeev Chaurasia, Explore's head of creative and content, service providers in the travel space are going to be roped in to feature in the channel's programming.

Started by four TV professionals and airing across the digital and analog platforms, Explore aims to reach viewers in Mumbai, Delhi and large cities by the end of January. In a TV market such as India, which is seeing the launch of many specialised or niche channels and a lot of network leveraging, Explore is riding on the opportunity that research says is in specialised channels that have a mass appeal