



Hungama TV to Launch Vir, the Story of A Robot Kid on November 9th

November 6th, 2013: In line with its new look and proposition of *Hungama Machaya Kya*, Hungama TV will premiere a brand new series, VIR: The Robot Boy. A weekly animated comedy/adventure series set in the *desi* heartland of India. The channel has associated with Maya Digital to bring this show weekly starting November 9th, 2013 at 11.30 am.

Vir is a heartwarming story of a robot with human like qualities and a unique blend of emotions and superhuman abilities. The series follows his humorous escapades as he manages to save the day with his quick thinking and a wide array of robotic abilities, along with his closest friends - Chulbul the pet Donkey, 8 year old Imli and Gintu, his magical Djinn. Vir is naughty yet intelligent, funny yet compassionate, playful yet helpful and street smart yet has a golden heart, all of which define the kids of today.

"We recently launched a fresh new look for Hungama TV, which embodies the spirit of friendly mischief and spontaneous laughter which is our core proposition for the channel. VIR: The Robot Boy truly celebrates the spirit of childhood and personifies what the channel

represents. We are confident that kids will develop a great affinity to the local narrative, humour and situations that Vir and his friends find themselves in” said Devika Prabhu, Director, Programming, Kids Network, Disney UTV.

According to Ketan Mehta, CMD, Maya Digital Studios, times are changing for the Indian animation industry. “We already have Indian animated shows on air which has become immensely popular. With Vir, we are expanding more. The channels, till now, were basically thriving on recycling of American or Japanese shows. But slowly, they are opening up to the idea of home-grown shows. To penetrate the Indian market, it is important to come up with Indian content that is relatable to the audience,” he says.

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Hungama TV: Hungama TV, India’s first 24-hour kids channel, brings entertainment which is typical of childhood and follows the core philosophy of creating an experience that energizes kids with laughter. With a tagline ‘*Hungama Machaya Kya?*’ the channel brings alive emotions that every kid experiences in his/her life centered around unbridled fun and an unapologetic spirit of mischief. The channel’s broad range of compelling content includes local animated shows, Japanese anime and movie premieres that appeal to all sub segments. For more information on Hungama TV, log on to www.hungamatv.com