**WHY ‘AYUSH TV’?**

**AYUSH TV** is the only KANNADA channel on health having 100% reach to cable householders, 90% reach on DTH platform, 50% reach on OTT platforms. It’s well connected on the social media platforms, live web streaming and through ground events, catering to the needs of viewers by focusing on their health & wellness, creating a healthy lifestyle and enabling them to live a life with full zeal, pursuing their passion.

**AYUSH TV** is a platform to portray medical journals in its visual form, addressing a consumer’s needs through various support system like experts, doctors, hospitals or insurance facility or financial planning to face critical emergencies etc.

**AYUSH TV** wants to create a world without illness, through ancient forms of medicine as a way of precaution due to work or fame, in the process removing the four elements associated with illness, by making the programmer in the common man’s language and understanding the medical terminology and it’s associated taboos.

**AYUSH TV** aims, first to give a positive outlook towards remaining healthy and then, an approach to face challenges to overcome. It does not want to propagate only medicines as a form of cure. **AYUSH TV** too, wishes to see people live healthy.

Through its informative and entertainment programs **AYUSH TV** aims to equip a common man to face problems associated with health and wealth through various therapies, mental health, inspiring people for overall wellness of both mankind and society. Modern aids, gadgets, medicines are briefed.

Investment or association with **AYUSH TV** as it’s media partners will give the best mileage to client brands, as all products and services are informed to the consumer with its advantages and disadvantages through its programmes, creating consumer awareness enabling him/her to decide what to buy. So all good products and services will fetch 100% returns to the investor.

**AYUSH TV** goes that extra mile to bring the details of manufacturer and the brand story, to the end user not only through ads, but through programmes and also participating in company or industry product launch stories or celebrations to confirm the genuineness of the founder’s Mission and Vision.
### Milestones

01. **AYUSH TV launch on 15.01.2017 at Freedom Park, Bangalore.**

02. **Arogya Mela, Sanka Sambram at Freedom Park, Bangalore & Arogya Arogya Mela at Davanagere 21 Days Bangalore Ukas, with stalls activities in all these ground events.**

03. **Short Films contest to identify budding talents.**

04. **Live Orchestra Music programmes in different places of Karnataka.**

05. **Harate Katte - A debate show with the active participation, through auditions from different districts of Karnataka.**

06. **Lot of Health & Women based programs.**

07. **COVID Awareness Programme - Mega Marathon Live - Every Day on AYUSH TV - A studio based show from morning 09:00 am to night 09:00 pm on Corona topics & prevention during the COVID Pandemic, through talks with relevant Government officials & dignitaries as "Mumnecharike".**

08. **World Bicycle Day, 8th International Yoga Day Pre-Events count down, and conducting the 8th International Yoga Day event from the historical place of Pattadakal, during 2022.**

09. **Attempt to enter into "Limca Book of Records", by conducting YOGATHON-2022 Live, through 5 lakh participants from 31 districts of Karnataka in association with Government of Karnataka.**