

WHY ' AYUSH TV ' ?

AYUSH TV is the only KANNADA channel on health having 100% reach to cable households, 80% reach on DTH platform, 30% reach on OTT platforms. It's well connected on the social media platforms, live web streaming and through ground events, catering to 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 can play an important role in realizing the dream of 'NEW INDIA' by providing quality healthcare programmes through the right resource persons and introduce / direct towards the right medical care for its citizens. At present we are witnessing a highly receptive environment where the value of AYUSH systems in healthcare is widely recognized.

AYUSH TV is a platform to portray medical journal in its visual form, addressing a consumer's needs through various support system like sponsors, donors, loan or insurance facility or financial planning to face critical emergency etc.

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 medicine as a form of cure. AYUSH TV too, wishes to see people fit and healthy.

AYUSH TV wants to create a world without illness, through ancient forms of medicine as a way of precaution than to work on a cure, in the process removing the fear element associated with illness, by making the programme in the common man's language and understanding the medical terminology and it's associated taboos.

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, motivational talks, 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 industries product launch stories or celebrations to confirm on the genuineness of the founder's Mission and Vision.

AYUSH TV



World's First
Health, Wellness,
Lifestyle & Infotainment
KANNADA
Satellite Channel



SANMARGA

A segment to spread positivity and mental well-being through motivational talks by learned scholars and spiritual thinkers



NEMMADHIYA MAATHU

What gives inner peace ?
A talk show by Dr.Gururaj Kharjagi.



LUCKY LAKSHMI

A phone-in interactive show targeting the women segment, involving them in the form of quiz, their experience or asking them to showcase their talents.



VIJAYA YATRA

Teachings of the Sringeri Jagadgurus during their travel taking spirituality to the masses - to enlighten mankind on Dharma.



AYUSH HEALTH EXPRESS

Daily compilation of happenings, innovations in the field of medicine



NAMASTE AYUSH

A morning show of one hour covering various topics of importance which will be both informative and educative, connecting to all age groups.



SATHYA MITHYA

A program which breaks the myths on super natural powers, beliefs, age old practices - by a detailed analysis and a scientific approach by Mr.Hulikal Nataraj



NIGOODA VISMAYA

Unravelling myths or mysteries of culture, tradition, historic places etc.



NAATI VAIDYA

A show native to the soil of the land - where people have age-old solutions for some ailments which works as first aid, or provides preventive solutions to remain healthy. A search to unravel the method used, be it traditional, home remedy, tribal, aroma, herbal concoction, nature cure and whatsoever..



YOGATHON 2022

An attempt to create World record by performing mass Yoga by 5 Lakh participants from 31 districts simultaneously in association with Government of Karnataka on the 27th Aug 2022 on the occasion of Azadi Ka Amruthmahotsav



KARUNADA RUCHI

Cuisines of Karnataka - The food habits of different places of Karnataka
A travelogue and native recipes.



AROGYAVE BHAGYA

A program capsuled to show that Health is Wealth by various preventive care and home remedies and tips from experts

Milestones

01. AYUSH TV launch on 15.01.2017 at Freedom Park ,Bangalore.
02. Arogya Mela, Sankara Sambram at Freedom Park, Bangalore & Ayush Arogya Mela at Davanagere ,21 Days Bangalore Utsav, with stall 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 "Munnecharike"
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.



Reach

The uprise in rankings, steady growth and popularity is a testament to the fact of AYUSH TV's penetration and reach to the masses.



S.No	Network Name	Town	District	Ayush ID
01	KUNCHUR COMMUNICATION CABLE NETWORK	ITAGI	BELLARY	021
02	RURAL CABLE NETWORK	METRY	BELLARY	014
03	NOKA MALESHWAR CABLE NETWORK	NOKA	BELLARY	145
04	MUBARAK DIGITAL NETWORK	SANDUR	BELLARY	016
05	SRI SRINIVASA CABLE NETWORK	SIRUGUPPA	BELLARY	052
06	AMARESHWAR CABLE TV NETWORK	HERUR	KOPPAL	023
07	K C N CABLE TV NETWORK	KATARKI	KOPPAL	092
08	STAR GRAMINA CABLE NETWORK	SALGUNDA	RAICHUR	011
09	KARNATAKA GRAMINA CABLE NETWORK	SHRIPURAM JUNCTION	RAICHUR	008
10	DEN NETWORKS LIMITED	BANGALORE	BANGALORE	742
11	HATHWAY CABLE & DATACOM PVT LTD.	BANGALORE	BANGALORE	198
12	KABLE FIRST INDIA PVT LTD	BANGALORE	BANGALORE	057
13	METROCAST NETWORK INDIA PRIVATE LIMITED	BANGALORE	BANGALORE	035
14	NXT DIGITAL LIMITED	BANGALORE	BANGALORE	875
15	ROCKLINE TELECOMMUNICATION PVT. LTD	BANGALORE	BANGALORE	049
16	VELANKANNI ELECTRONICS PRIVATE LIMITED	BANGALORE	BANGALORE	007
17	STI CABLE NETWORK LTD.	BANGALORE	BANGALORE	028
18	TCCL	BANGALORE	BANGALORE	051
19	VE DIGITAL	BANGALORE	BANGALORE	049
20	WELCOME DIGITAL	CHIKKABALLAPUR	CHIKKABALLAPUR	114
21	PRYADASHINI CABLE TV	H.D.KOTE	MYSORE	033
22	U-DIGITAL NETWORK PVT LTD.	MYSORE	MYSORE	117
23	SRI VARSHITHA CABLE NETWORK	NANJANAGUDU	MYSORE	032
24	SRI GURU RAGAVENDRA CABLE NETWORK	TALAKADU	MYSORE	025
25	VIJAY CABLE NETWORK	INDIGESH	TUMKUR	006
26	SRI VINAYAKA CABLE SERVICE	PATTANAYAKANAHALLI	TUMKUR	033
27	BHOGALE CABLE NETWORK	BAGALKOT	BAGALKOT	-
28	SRI BALAJI CABLE COMMUNICATION	GALAGALI	BAGALKOT	026
29	METRO CAST NETWORK INDIA PRIVATE LIMITED	BELGAUM	BELGAUM	838
30	ABHISHEK CABLE NETWORK	CHIKODI	BELGAUM	812

S.No	Network Name	Town	District	Ayush ID
31	JBM CABLE NETWORK	RAMDURG	BELGAUM	-
32	HIRA CABLE NETWORK	SANKESHWAR	BELGAUM	816
33	SRI VERABABDESHWAR CABLE NETWORK	SATTIGERI	BELGAUM	-
34	SMP COMMUNICATIONS	YADWAD	BELGAUM	106
35	MALNAD INFOTECH PRIVATE LIMITED	MANGALORE	DAKSHINA KANNADA	012
36	V4 DIGITAL INFOTECH	MANGALORE	DAKSHINA KANNADA	410
37	ADANET SATELLITE COMMUNICATIONS LIMITED	HUBLI-DHARWAD	DHARWAD	137
38	CHANNEL NINE NET	HUBLI-DHARWAD	DHARWAD	-
39	BALAJI CABLE NETWORK	HUBLI-DHARWAD	DHARWAD	059
40	METRO CAST NETWORK INDIA PRIVATE LIMITED	HUBLI-DHARWAD	DHARWAD	184
41	KARNATAKA GRAMINA CABLE TV COMMUNICATION	KUNDGOL	DHARWAD	031
42	GRAMENKA CABLE NETWORK	ABRIGERE	GADAG	116
43	SURYA DIGITAL NETWORK	KARGA	KARNAR	-
44	KST DIGITAL MEDIA SERVICES	KARKAL	UDUPI	072
45	STI CHANNEL NETWORK	CHALLAKERE	CHITRADURGA	031
46	BASAYA CABLE NETWORK	DAVANGERE	DAVANGERE	139
47	GLOBAL VISION CABLE TV & INTERNET	DAVANGERE	DAVANGERE	014
48	VICTORY DIGITAL NETWORK PVT. LTD	DAVANGERE	DAVANGERE	144
49	SURYA DIGITAL NETWORKS	JAGALUR	DAVANGERE	117
50	NET 9	HAYERI	HAYERI	021
51	BASAVESWARA CABLE NETWORK	RANIBENUR	HAYERI	017
52	GAJANAN DIGITAL CABLE SERVICES PVT LTD	GULBARGA	GULBARGA	814
53	SIDDHESHWAR CABLE NETWORK	AFZALPUR	KALABURGI	030
54	GOLLAJESHWAR CABLE NETWORK	GOZIGERI	VIJAYAPUR	020
55	SHREE GOLLAJESHWAR CABLE NETWORK	MALLA B	YADGRI	128
56	SRI JALAMALINI CABLE NETWORK	HONNALI	DAVANGERE	127
57	SMK CABLE NETWORK	MALAYALLI	MANOTA	120
58	GTPL	CHIKKABALLAPUR	CHIKKABALLAPUR	-
59	HINDIUA HITS - NXT DIGITAL	KARNATAKA	KARNATAKA	026

AYUSH TV, No.8/5-2, New BEL Road, RMV 2nd Stage, Bangalore-560 094.



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Health, Wellness, Lifestyle & Infotainment

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Join hands to take your ventures to new heights !

Mobile : 63608 44150

e-mail : marketing@ayushtv.in