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== TOP LEADERS ==
**TORCHBEARERS OF
VOCAL FOR LOCAL**

Preface

Conceptualized & Marketed By:



Amplus Infotainment Private Limited

Amplus Infotainment Pvt. Ltd.

A-4, Block A, Rama Park,
Uttam Nagar, New Delhi - 110059

Email:

amplusinfotainment@gmail.com

Design: info@gvmultimedia.in

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The torchbearers of Vocal for Local

Prime Minister Narendra Modi's 'Vocal for Local' and 'Local for Global' mantra has brought out the significance for India's homegrown brands to have a global presence.

Emphasizing on a self-reliant or 'Atma Nirbhar' India, the government has asked that products not just be made in India, but also for the promotion of local brands, manufacturing, and supply chain.

A facelift to the Government's "Made in India" campaign, Vocal for Local has once again brought the focus back to India's manufacturing sector. This was quickly picked up by the top-to-mid-range Indian brands which have already turned to "Made in India" tags.

This edition of Forbes India brings you tycoons of tomorrow that have been the torchbearers of the Vocal for Local campaign.

Organizations like the PTC Network, Udaipur Cement, Strategist, Novel Tissues, Innogeecks, Kimberly Clark, Storopack, Skin Beauty Pal App, and Acoem have played a major role in putting India on a global map with special emphasis on the importance of local manufacturing, local markets, and local supply chains.

The edition also contains a special feature on India's one of the most enigmatic and internationally recognized artists Padam Shree Krishn Kanhai whose artistic skills gave a new dimension to the arena of art.

Today the Government is giving special focus to the Startups and Innovators through initiatives like 'Skill India' and 'Make in India', and now with 'Vocal for Local', the country can focus on putting its buying power into products and services that are made locally.

This movement will prove to be a game-changer in the long run for the country as it will strengthen the manufacturing sector, reduce our dependence on imports from other countries, and will increase job opportunities. A win-win situation for everyone!



We don't do business. We change lives

Describe your company. What it does?

PTC Network is an integral part of every Punjabi's everyday life. The day begins with the holy Gurbani televised straight from Golden Temple in Amritsar to every devotee's home across the world. The Network runs seven linear channels worldwide, one record label, one movie production and distribution company besides managing around 103 Facebook pages, four websites, four twitter handles and three Instagram pages. PTC News is the only Indian television channel accredited with White House in USA. It is also the only Indian TV network to have its own studios in USA and Canada. It is also the only company in the world which does live 360 degrees Virtual Reality telecast every day on its app and YouTube. The company recognized very early that each viewer is unique and consumes content as per his locality and region. A viewer in New York is different from our viewer in California and unless we cater to his local interest, we will be irrelevant. This is also why we have 23 reporters across 17 countries and 19 different beams going to every corner of the world as per the local time band and sensibilities.

"We organize talent hunts, beauty with brain pageants and produce a one-hour original Punjabi film every week to provide opportunity to the talent of Punjab right at their doorstep. With top grade innovative production values, we strive to compete with the best of the world. We have been the first to do film awards on a virtual set last year and we keep experimenting with technology to be most captive and innovative."



Tell us about your goals?

The goal has been to instill the sense of pride in Punjabis across the world which was lost during the turbulent 80s and 90s as well as establish Punjabi entertainment as an unbeatable mix of local and global best which can shine internationally.

What is the operating philosophy that the business has been built on?

The viewer must never pay to get spiritual and emotional entertainment and information content while enjoying the best state of the art production values. We should be our viewers' voice and unless we reflect the sensibilities of our core viewer, we are not a service – we would then be just a business house. We don't do business. We change lives.

What initially got you started in your business? (What motivation, occurrence, etc.)

Back in the late 90s there were channels practically in every language but not in Punjabi. The founder, Rabindra Narayan, comes from the background of Punjabi theatre, journalism and film making. Together with like-minded people he created the first ever Punjabi satellite channel in the world in 1998, Punjabi World. The basis of the channel was the telecast of Gurbani from Golden Temple – first such telecast from any place of worship in the country. The core team has stayed together and expanded its operations to spread Punjab, Punjabi and Punjabiyat across the globe. Often called the Father of Punjabi Satellite Television, Narayan has successfully led from the front in creating new concepts and bringing the best in information and entertainment to every Punjabi.

What is your greatest life achievement?

Being blessed with taking Gurbani to every home across the world was a dream and today when we find unrestricted access of Gurbani worldwide, I feel this has been the greatest achievement of my career.

What is your long term strategy?

The long term strategy is to provide the best of wholesome entertainment to every Punjabi worldwide and to provide right opportunity to our core viewers to be able to change their lives by showcasing their talent and skills. We organize talent hunts, beauty with brain pageants and produce a one-hour original Punjabi film every week to provide opportunity to the talent of Punjab right at their doorstep. With top grade innovative production values, we strive to compete with the best of the world. We have been the first to do film awards on a virtual set last year and we keep experimenting with technology to be most captive and innovative. We try to be the voice of every Punjabi worldwide and that is why they treat us as their own.



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Any product lasts as long as it is relevant to its core customers' daily need. We try to be as relevant as we can be for our core audience.

Where do you see your industry in five years?

Industry will see a lot of churn in terms of delivery and consumption mechanism. Traditional way of watching television will change. Content will be consumed by viewers as per their own convenience and choice. Big organizations will have to work overtime to adapt to the changing technologies and changing times. The viewer now is really the king. They will now decide what to watch and where to watch and how to watch. Horizons will expand and new sparks will fly.