



## **WatchIndia.TV Partners Up with INX**

*Media Mega Hindi General Entertainment Channel 9X is Newest Addition to WatchIndia.TV Platform.*

New York, NY, April 21, 2008 --(PR.com)-- WatchIndia.TV, the premier internet TV company for the Indian diaspora, just added the mega Hindi General Entertainment Channel 9X, to its platform. In less than one year, WatchIndia.TV has attained its goal to become the resource for Indian TV with the largest selection of top rated content. WatchIndia offers over a dozen channels with multiple packages from \$4-\$25 per month all catering to the wide variety of interests.

WatchIndia.TV's purpose is to offer Indian content to NRIs worldwide. "It is our job to have a finger on the pulse of Indian TV, new channels and hot shows, and we are very excited to have India's popular GEC 9X as a partner," says Tripti Singh, Spokesperson for WatchIndia.TV.

Like WatchIndia.TV, 9X has become successful extremely fast. INX Media launched 9X late 2007 and it has already soared to number 4 in the Hindi general entertainment category, and in terms of viewing time, 9X is Number 3 in the C&S 15-24 segment, beating Sony and STAR. "We are very excited about our strong and consistent growth - today 9X is living up to its promise of providing 9 times more entertainment to audiences across India. We are delighted that with WatchIndia.TV as our partner, the world class programming of 9X and 9XM will be available to global audiences," says INX Media Founder & CEO, Indrani Mukerjea.

9X offers an array of hit shows across fiction and non-fiction, such as Vodafone Yeh Hai Jalwa and Gini & Jony Chak De Bachche and many more. For just \$4.99 per month Non Resident Indians worldwide can watch 9X and enjoy the entertainment that is keeping millions of TV lovers in India engrossed and entertained.

### **About WatchIndia.TV**

WatchIndia.TV is the first site from Live Asia TV, an innovative new Internet Television company whose goal is to bring ethnic Asian programming to those residing in other countries. WatchIndia.TV partnered with top rated Indian networks to offer subscribers the flexibility to watch the best national and regional channels when and where they want. For more information, or a free trial, visit [www.WatchIndia.TV](http://www.WatchIndia.TV).

### **About INX Media**

INX Media Private Limited, along with INX News Private Limited, is part of the INX Network is dedicated to producing world-class quality television that will appeal to Indian viewers globally. INX Media Pvt Ltd launched, 9X, the mega Hindi General Entertainment Channel and 9XM, the Hindi Music Channel for youth, which has become India's No.1 Music Entertainment Channel. INX Network's INX News Pvt. Ltd recently announced the launch of NewsX, its premier English News Channel.

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