



**Makalu Media Pvt. Ltd.**

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## Company Profile



## Company Background

Makalu Television is the first eastern region-based television channel operated from industrial hub of Biratnagar. It came into operation formally from 18<sup>th</sup> Kartik, 2067. The television is primarily concentrated on eastern region in terms of content and viewership. The Television is promoted by a group of renowned industrialists, Cable Television entrepreneurs and media professionals. Makalu Television was initially licensed for terrestrial transmission and later the license was also awarded for Cable Television medium (CATV) for three districts viz. Morang, Sunsari and Jhapa. Ministry of Information and Communications, Government of Nepal has awarded license for National level through Cable Television medium quite recently. **Now, Makalu Television has become eastern region-based national television.** The signal of television is now expanded to Kathmandu valley and other economically active cities across Nepal through Intranet medium. Once the second phase of expansion is completed as planned, Makalu Television will have a presence and visibility over 40 economically active districts commanding 90% plus total Cable Television viewers of Nepal.

Makalu Television is 24 hour Channel with the right blend of News/Current affairs (60%) and General Entertainment (40%). The localization of news content, coverage of local undercurrent, other entertainment genre and exclusive live coverage of major events and happenings in the region is the Unique Selling Proposition (USP) of Makalu TV. Another USP of Makalu TV is the Maithili News primarily targeted to the Maithili viewers residing across the country. The television has been able to create a sufficient brand pull in the eastern region as an impactful media vehicle to promote the product and services of our valued clientele. The estimated household coverage of television through CATV medium is one million plus taking the statistics of total CATV HH concentration of CBS-2011. When Optical eco-system is expanded connecting recently urbanized towns with major household concentration, the percentage household and area coverage is likely to grow. Total households reach of satellite channel and CATV channel is almost identical. The television has recently migrated to digital environment in pursuant to considering the requirement of digitization deadline set by Government of Nepal

The television has a slogan of “**Localness, Development and Promotion** ” and aims at empowering regional and local activities through deliverance of news, education, entertainment and infotainment.

### Vision

Makalu Television envisions becoming a trend setting regional media vehicle in Nepal bringing local news/events and other relevant undercurrents instantly to the viewers across the country continuously advocating right to information.

### Mission

To establish as a leading Cable Television based regional channel continuously propagating localness, development and promotion.

## Objective

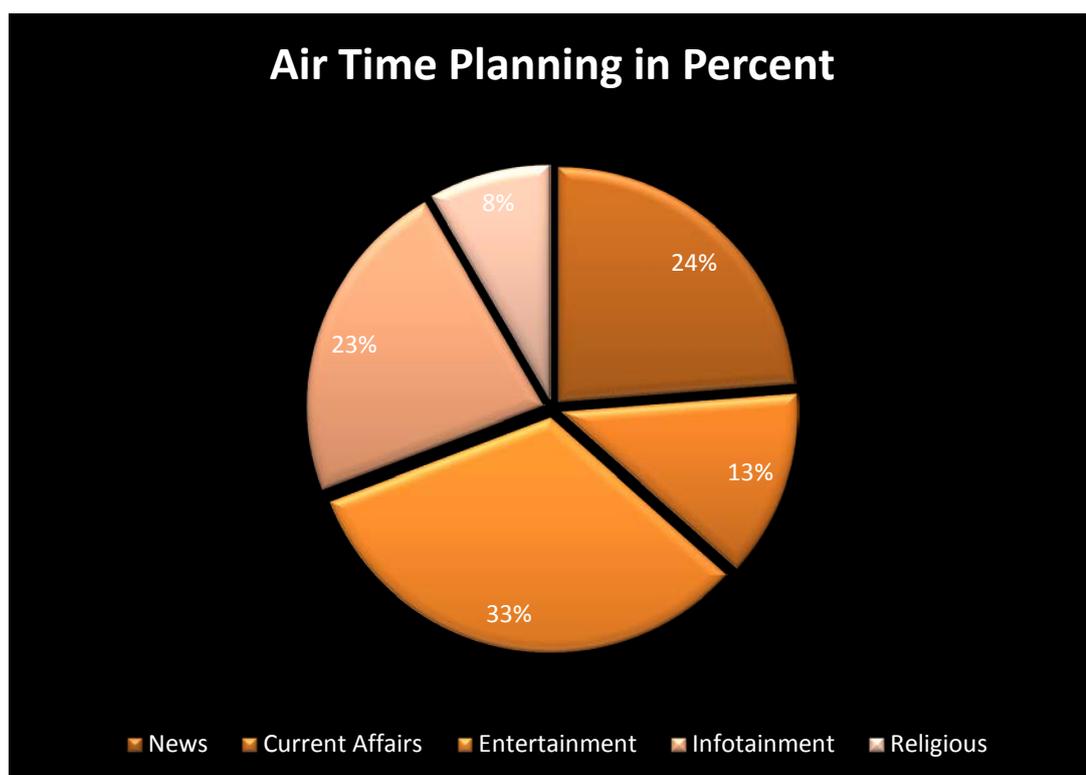
To become one of the promising regional media vehicles in Nepal for our valued clientele.

## News and Program Production

Makalu Television is running in mix format like other national television. Currently, 60% is news and current affairs based talk show and rest 40% is general entertainment. The news bulletin is further segmented into three categories viz. Makalu Samachar, Khabar Purbanchal and Maithali Samachar. Samachar Saar, a short bulletin in headline format is being telecasted four times at 11 am, 2 pm and 2 am and 4 am every day.

Apart from regular news bulletins, Breaking and Flash News is special segment designed to keep our valued customer updated on the latest happenings in the defined target market. If any major event occurs in the eastern region, the event shall be covered through live transmission or Makalu Bises (Special), a special time slot provisioned.

Makalu Television has different genre of entertainment segments viz. religious, infotainment and entertainment. Television has daily live based entertainment programs such as Dial Makalu and Inbox. Likewise other program such as Tapain ko Doctor which is weekly telephone based live show for general public. Television has planned Legal and IT show in similar format targeting the audience of eastern region which is likely to come on air soon.





## Synopsis on News and Programs



**Air Time**  
 7:00 to 8.00 am, 12:00 noon to 12:30 pm, 3:00 to 3:30 pm, 5:00 to 5:30 pm 7:30 to 8:30 pm and 11am to 12 pm.

**News Anchor:** Santosh Sigdel/Rewati Niraula/Ranjana Sahi/Mina Katuwal/Priyanka

Makalu Samachar is the most watched program of Makalu Television. The news is scheduled 6 times a day; one hour bulletin (3 bulletins) is scheduled in the evening and morning slot and half an hour bulletins (3 bulletins) is scheduled in the afternoon and evening slot. Makalu News primarily emphasizes on regional based news and undercurrents backed by national,

economic, international, sport and other popular segments. The news content is packaged and presented to match with national television standard. Since the reach of television has grown phenomenally, Makalu News will cover all the major cities with expanded news networks. Makalu News also features Vox Pop; "Ke Bhanchan Janata?" to know the opinion of general public on the pertinent issue.

### Khabar Purbanchal



*Air time: 9:00 to 9:30 am, 9:30 to 10:00 pm*  
*News Anchor: Santosh Sigdel/Rewati Niraula/Ranjana Sahi/Mina Katuwal/Priyanka Yadav/Sanjana Ghimire*

Makalu Television being an eastern-region based national television; it has given due priority to the news and undercurrent of eastern region. Therefore, news is further segmented to "Khabar Purbanchal" with the objective of localizing regional news and undercurrents of eastern region continuously propagating "Localness, Development and Promotion". This time slot is scheduled at 9:00 am and 9:30 pm every day. Khabar Purbanchal is currently covering the news and events from Mechi to Janakpur zone.

### Maithili News



*Air time: 10:00 to 10:30 am, 10:00 to 10:30 pm*  
*News Anchor: Nabin Chandra Karna/Mina Shah/Sonu Das*

Makalu Television aims at promoting regional language and therefore specific news genre; "Maithili Samachar" is scheduled twice a day. There is critical mass of Maithili spoken audience primarily in eastern region viz. Morang, Sunsari, Saptari, Siraha, Dhanusha, Mahottari and Kathmandu valley along with other cities. The viewers of those districts/cities are the defined target audience of Maithili Samachar. Makalu Television is the only television stations in Nepal who casted news everyday in Maithili language. Two half an hour bulletins in the morning at 10:00 am and late evening at 10 pm is scheduled every day. The news is packaged and presented in regular format with latest update.

### Makalu Talk



*Day of Transmission: Monday and Thursday*  
*Air time: 8:30 to 9:30 pm*  
*Program Presenter: Dhrama Raj Dhakal*  
*Producer: Abhay Kumar Rai*

One of the popular current affair based live/recorded talk shows which primarily targets latest political undercurrents with prominent political and social figures with their views and opinions. The talk show intends to bring the reality and facts to the public inviting concerned political/social figures so that general public could be well updated on the latest political and social undercurrents. The talk show is telecasted twice a week (Monday and Thursday) at 8:30 pm.

### Dristikon



*Day of Transmission:*

*Sunday, Wednesday and Saturday*

*Air time: 8:00 to 9:00 am*

*Program Presenter/Producer: Abhay Kumar Rai*

A popular current affair based live/recorded talk show slotted in the morning with distinguish personality from different walks of life with their expert analysis, views and opinion on the relevant issues. The talk show is slotted four times (Sunday, Wednesday, Thursday and Saturday) a week primarily targeting age group above 16.

### Makalu Bises



*Program Presenter: Dhrama Raj Dhakal  
Santosh Sigdel*

*Producer: Abhay Kumar Rai*

Makalu Bises is a generic talk or interaction show targeting relevant social, governmental, cultural and political issues with the distinguish personality having an in-depth knowledge and experience in the pertinent issue. The talk show is slotted every Monday at 8 am. Talk show has a flexibility to make live transmission in the specified time slot should there be any pertinent issues.

### Bichar Bishlesan



*Day of Transmission: Wednesday and Thursday*

*Airtime: 8:30 pm and 8:00 am*

*Program Presenter: Krishna Paudel*

Bichar Bishlesan is a specific talk show with expert on a pertinent issue. The talk show is recorded and produced from Kathmandu Studio taking the availability of experts from different walks of life depending on the issue. The talk show is slotted every Wednesday at 8:30 pm and 8:00 am on Thursday.

### Tapainko Doctor



*Day of airing: Every Sunday*  
*Time Slot: 6:00 to 7:00 pm*  
*Program Presenter: Kamal Paudel*  
*Program Producer: Abhay Kumar Rai*

A weekly infotainment based live talk show on the different sphere of health issues targeting general audience. The show features live interaction between specialized Doctor and callers through telephone to get the expert advice on the different health issues. The objective of running such show is to provide media platform for ordinary people to access expert doctor and get free medical advice. The show also objects to aware and educate general public on the possible seasonal epidemic and necessary precaution and preventive measures to be taken.

### Chetana Prabaha



*Day of Transmission: Saturday*  
*Air Time: 7:00 to 7:30 pm*  
*Program Presenter/Producer: Ganga Subedi*

A specific genre especially targeted and dedicated for the viewers interested in the Nepali art and literature. This is a weekly talk show with distinguish literate, poet, lyricist, fine artist aiming at promoting Nepali literature. A renowned literate of the eastern region runs the show.

### On the Spot



*Day of airing: Every Saturday*  
*Time Slot: 6:00 to 7:00 pm*  
*Program Presenter: Krishna Rai*  
*Program Producer: Abhay Kumar Rai*

A weekly infotainment based program featuring the activities found on the spot making it lively.

### Dial Makalu



*Air time: 4 to 5 pm*

*Program presenter: Dipika Shrestha/Rita Kattel/Krishna Rai*

*Program Producer: Abhay Kumar Rai*

Dial Makalu is a daily live show primarily targeted to youth and teenagers. It is one of most watched programs of Makalu Television since its inception. This specific genre features live telephone where callers could share their experience and feelings on a specific topic and dedicate preferred song to their relatives, friends and well wishers.

### Inbox



*Air time: 2 to 3 pm*

*Program Presenter: Bibisha Shrestha*

Inbox is a daily live show where callers share their experiences and feelings on a specific topic and dedicate preferred song to their relatives, friends and well wishers through our SMS center and face

book page.

### Cinema Scope



**Day of Transmission: Tuesday**

**Air time: 7:00 to 7:30 pm**

**Program Presenter/Producer: Jatin Tamrakar**

A specific genre targeted for the audience having interested in the latest happenings of Nepali film industry. This is a weekly round-up on filmy undercurrents with due analysis.

### Bishwo Bimba



*Day of Transmission: Thursday*

*Air time: 7:00 to 7:30 pm*

*Program Presenter: Abhay Kumar Rai*

*Producer: Abhay Kumar Rai*

An infotainment program targeted to general audience with weekly round-up of latest happenings around the globe. This program features on conflict, peace, invention, discovery, sport and many more infotainment across the globe. This genre aims at bringing world's latest happenings closer to our viewers and keeps them well updated.

### Itibritanta



*Day of Transmission: Friday*  
*Air time: 7:00 to 7:30 pm*  
*Program Presenter: Krishna Binod Lamsal*  
*Producer: Abhay Kumar Rai*

An exclusive weekly program in Nepali Television industry with various personalities from different walks of life above 70 age group. The program intends to share their upbringing, occupation, experience and struggle, social contribution and retired life that could be a source of inspiration for younger generation towards achieving intended goal. A senior citizen and old Journalist; Mr Krishna Binod Lamsal runs the show.

### Artha Bebasaya



*Day of Transmission: Saturday*  
*Air time: 8:30 to 9:00 pm*  
*Program Presenter: Ranjita Pokharel*  
*Co-ordinator: Min Kumar Shrestha*

This is a weekly biz show rounding up overall economic and business activities across the week. The program showcases economic, business, agriculture, tourism, share market, bullion along with special report and company profile of reputed industry/Company. The program is scheduled at 8:30 pm every Saturday.

### Upcoming Programs

#### Sports Buzz



*Day of Transmission: Monday*  
*Air time: 8:30 to 9:00 pm*  
*Program Presenter: Bhumika Pakhrin*  
*Producer: Abhay Kumar Rai*

Sports Buzz is a weekly sport roundup covering local, regional, national and international sport events. The show features all type of sporting events across the globe. The show also

features upcoming major sporting events with expert analysis. The show is presented and produced by renowned sport journalist; Abhay Kumar Rai. The program will come on air soon.

<p><b>Antar Kuntar</b></p> 	<p><i>Day of Transmission: Saturday</i> <i>Air time: 8:30 to 9:00 pm</i> <i>Program Presenter: Santosh Sigdel</i> <i>Producer: Rewati Niraula</i></p>
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A research based program with indepth analysis focusing on most pertinent undercurrents/issues of the week. The show is conceptualized in order to bring the reality of the issues to the general public and draw the attention of concerned authorities to get it addressed as early as possible. The program will continuously follow up the issues until it is fully resolved. The show will primarily focus on governance, development activities, law and order situation along with other public interest matters. The program is scheduled on Wednesday at 9:00 pm. The lead anchors of the television will run the show supported by an efficient team for pre-production, production and post production works.

### Areas and Population Coverage

The television has completed its first phase of expansion to Kathmandu metropolitan city and all eleven Sub-metropolitan cities including surrounding municipalities through Intranet medium under optical eco-system. Currently, television has a geographical coverage in 22 economically active districts. The HH population coverage has reached to 75% of total satellite viewership. Once the second phase of integration is completed, television will have 90% plus HH viewership out of total satellite viewers as per the HH population maintained by CBS-2011. Similarly geographical presence shall be expanded to 40 economically active districts throughout the country.

