

ADVERTISING TECHNOLOGY ENGLISH

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**Gurjeev Kapoor from** Star India: The success of Saras & Kumud proves that our stories can transcend borders

Tuesday, October 10, 2017

(Marcela Tedesco). "The success of Saras & Kumud in Chile and Argentina proves that our stories can transcend borders," said Gurjeev Kapoor, president of International Business at Star India, which will present new content at Mipcom.



Gurjeev Kapoor

Saras & Kumud has been sold to more than 40 countries and in Latin America it has already been aired on TVN de Chile, eltrece de Argentina and Panamericana de Perú. Other countries in the region such as Panama, Colombia and Mexico have shown interest in the Star India catalog, especially for new titles such as Love Ka Hai Intezar (The wait for love) and Yeh Hai Mohabbatein (This is love).

To Mipcom, they will also carry *Ishqbaaz* (*The love gamblers* ) and the third season of *Iss* Pyaar Ko Kya Naam Doon ( Strange love ), whose first two seasons have been successful in Turkey and 50 other countries. "The third season also has the international superstar Barun Sobti and has generated great interest around the world," said Kapoor.

He added that customers have shown interest in buying the rights to *remake* their shows and that they have partnered with Eccho Rights to commercialize the formats of the Diya Aur Baati Hum ( Soulmates , season 1), Ek Hazaron Mein Meri Behna Hai ( Tangled) dramas. sisters) and Veera.

In addition to the series offer (romance, thrillers, family, vintage, comedy), the Star India catalog has some of the biggest Bollywood films, live events, reality shows and youth programs.















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buy part of the company

November 6, 2017



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TV Azteca announced the appointment of two new executives

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TV Medios de Andrónico Luksic seizes 100% of Canal 13 Chile

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Tom Mohler of Olympusat: From a small distributor to owners and operators of 20 channels

November 6, 2017



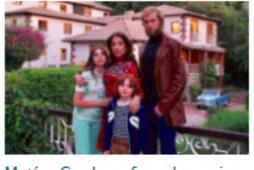
Daniel Wuilz joined Discovery Networks as Digital Sales Manager for Cono Sur

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lanel Downing of All3Media: First year that we have a team dedicated to the region

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Matías Cardone from Invercine & Wood: Focused on the development of premium

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Rosa Clemente and Raúl Prieto from Punta Fina from Colombia: We make it possible for scripts to reach screens

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Hala Gorani tonight debuted at

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leader was placed in its time



zone

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President

Gurjeev Kapoor Star India

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Leena Salins

Syndication



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Tom Mohler

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