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Lo hacemos mejor

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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November 6, 2017

WHO'S WHO

Gurjeev Kapoor
Star India
President

Equipment
Deep N. Hegiste
syndication
Leena Salins
Syndication

VIDEOS ACTUALIDAD

Tom Mohler

20th anniversary of Olympusat

Serve and protect

Plano and Plano para TVE

Andy Brown

trusts Latin America's growth potential