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CONTENTS

| Sr. No. | TITLE & NAME OF THE AUTHOR (S) | Page No. |
|---------|---|----------|
| 1. | THE POTENTIAL EFFECTS OF MANDATORY AUDIT FIRM ROTATION: EVIDENCE FROM NIGERIA <i>DR. FAMOUS I.O. IZEDONMI & KILLIAN O. OGIEDU</i> | 1 |
| 2. | UNDERSTANDING THE DYNAMICS OF WORK - FAMILY INTERFACE THROUGH THE BOUNDARY THEORY: A REVIEW OF EMPIRICAL RESEARCH <i>RUKSANA BANU, DR. DURRISHAH BTE IDRUS & DR. VIJAYA KUMAR GUDEP</i> | 13 |
| 3. | BUSINESS STRATEGIES OF BANKS: IT'S IMPACT ON CONSUMERS <i>DR. KAUP MOHAMED</i> | 18 |
| 4. | A STUDY ON READER'S PERFERENCE OF THE GULF NEWS AND THE KHALEEJA NEWS PAPERS IN THE UAE <i>DR. K. DURGA PRASAD & BANDA RAJANI</i> | 22 |
| 5. | LOCAL GOVERNMENT AUDIT IN NIGERIA: EFFECTIVENESS AND AUTONOMY <i>DR. FAMOUS I.O. IZEDONMI & KILLIAN O. OGIEDU</i> | 28 |
| 6. | RETAILING AND CONSUMER BEHAVIOUR LINKAGES TO BRANDING OF WOMEN APPAREL <i>SAIJU M JOHN & DR. K. MARAN</i> | 38 |
| 7. | DEVELOPING A KNOWLEDGE MANAGEMENT STRATEGY TO REDUCE COST OF QUALITY FOR AUTOMOBILE INDUSTRY <i>S.N.TELI, DR. V. S. MAJALI, DR. U. M. BHUSHI & SANJAY PATIL</i> | 45 |
| 8. | PROFITABILITY AND CONSISTENCY ANALYSIS OF INFORMATION TECHNOLOGY SECTOR <i>DR. K. S. VATALIYA, RAJESH A. JADAV & MALHAR.G.TRIVEDI</i> | 49 |
| 9. | IDENTIFICATION OF TECHNOLOGICAL NEEDS AND PROBLEMS OF POULTRY FARMERS FOR FORMULATION OF RESEARCH AND EXTENSION PROGRAMMES IN ANIMAL HUSBANDRY <i>DR. P. MATHIALAGAN</i> | 54 |
| 10. | MARK MODEL FOR IMPROVING THE PERFORMANCE OF TEMPORARY EMPLOYEES IN AUTOMOBILE INDUSTRY <i>DR. MU. SUBRAHMANIAN & ANJANI NAGARAN</i> | 58 |
| 11. | EXPLORING THE FACTORS FOR CHANNEL SATISFACTION AMONG EMPLOYEES IN INDIAN RETAIL <i>AJMER SINGH, R. K. GUPTA & SATISH KAPOOR</i> | 63 |
| 12. | EXECUTIVES' PERCEPTION ABOUT PROJECT MANAGEMENT PRACTICES IN BEML BANGALORE <i>L. MYNAVATHI & DR. P. NATARAJAN</i> | 69 |
| 13. | PERCEPTION, EXPECTATIONS AND EXPERIENCE OF PASSENGERS: AN ANALYTICAL STUDY OF USERS OF VAYU VAJRA BUS SERVICES IN BANGALORE BY USING ACSI MODEL <i>DR. S. JOHN MANOHAR & SUSHEELA DEVI B.DEVARU.</i> | 75 |
| 14. | MOMENTUM COEFFICIENT (Me) – AN EFFECTIVE TECHNICAL TOOL FOR PROJECTING TIME & PRICE TARGET CORRELATION IN THE PROGRESSION OF TRADABLE FINANCIAL SECURITIES <i>DR. PRAVIN MOKASHI</i> | 82 |
| 15. | STUDY OF BRAND RECALL OF CONSUMER DURABLES AMONG CONSUMERS IN PUNJAB <i>BHAVNA PRASHAR & ANUPAMA SHARMA</i> | 84 |
| 16. | TIME DEPENDENT ERROR DETECTION RATE: SOFTWARE RELIABILITY GROWTH MODELS V/S STATISTICAL TECHNIQUES <i>SANJEEV KUMAR & SACHIN GUPTA</i> | 89 |
| 17. | EMERGING ISSUES OF DEVELOPING MARKETING TACTICS THROUGH INTERNET: EVIDENCE FROM CAPGEMINI <i>MADHUPARNA DAS & NILANJAN RAY</i> | 94 |
| 18. | "SATYAMEV JAYATE" AAMIR KHAN'S TALK SHOW: AN AVANT-GARDE MARKETING CASE <i>GUNJN SINGH</i> | 100 |
| 19. | EFFECTIVENESS OF KISAN CREDIT CARD SCHEME IN KARNATAK STATE <i>DR. RAMESH.O.OLEKAR</i> | 104 |
| 20. | IMPACT OF FOREIGN EDUCATION PROVIDERS IN INDIA <i>DR. HANNAH FREDERICK</i> | 110 |
| 21. | EMOTIONAL INTELLIGENCE AND STRESSORS AMONG WORKING COUPLES <i>H. L. NAGARAJA MURTHY</i> | 115 |
| 22. | SOCIO-ECONOMIC CONDITIONS OF WOMEN WORKERS IN SOME SELECTED BRICK KILNS IN WEST BENGAL: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO NADIA DISTRICT <i>SWAPAN KUMAR ROY</i> | 121 |
| 23. | TATA INDICA: NEW PRODUCT LAUNCH-OPERATIONAL ISSUES-MARKETING STRATEGIES <i>SHIKHA SINGH, MANMEET KOCHHAR & NILOSHA SHARMA</i> | 129 |
| 24. | STUDY OF INVESTOR'S BEHAVIOR TOWARDS INVESTMENT IN FINANCIAL SECURITIES <i>RICHA TULI & ABHIJEET KHATRI</i> | 137 |
| 25. | SOCIO ECONOMIC DETERMINANTS OF WOMEN EMPOWERMENT THROUGH MICRO FINANCE WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT <i>M. MUTHUMANI & K. GUNASUNDARI</i> | 142 |
| 26. | LEVEL OF AWARENESS ABOUT MUTUAL FUNDS AMONG MANAGEMENT ACADEMICIANS IN RAJASTHAN- AN EMPIRICAL STUDY <i>DR. DHIRAJ JAIN & SAHARSH MEHRA</i> | 148 |
| 27. | LEADERSHIP & MANAGEMENT STYLES WORKING HANDS ON WITH ORGANISATIONAL CULTURE <i>BISWAJIT PATAJOSHI</i> | 156 |
| 28. | A CRITICAL – ANALYTICAL STUDY OF THE BUSINESS STUDIES TEXT BOOK PRESCRIBED AT THE HIGHER SECONDARY CLASS OF KERALA STATE <i>MUJEEB RAHIMAN KATTALI</i> | 162 |
| 29. | THE IMPACT OF WORKING RELATIONSHIPS AND DELIVERY OF EVP IN THE EMPLOYEE TURNOVER PROCESS <i>L. R. K. KRISHNAN & SUDHIR WARIER</i> | 167 |
| 30. | OPPORTUNITIES OF INDIAN TOURISM INDUSTRY (WITH SPECIAL REFERENCE OF MEDICAL TOURISM) <i>K. N. MARIMUTHU</i> | 175 |
| | REQUEST FOR FEEDBACK | 184 |

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RESULTS & DISCUSSION

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"SATYAMEV JAYATE" AAMIR KHAN'S TALK SHOW: AN AVANT-GARDE MARKETING CASE

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ABSTRACT

For Indian TV channels Bollywood stars hosting reality and game shows is not a new thing. Amitabh Bachchan set this trend by starting with Kaun Banega Crorepati over 10 years back. With minor differences over and over again, such as the format of the shows, the stars hosting them, or the prizes on offer the shows passed like a ship in waves. In terms of audience appreciation, and well as in terms of currency of the TV business, TRPs these shows have a very big contribution and achieved great success. Star TV has had its own contribution of winning shows over the years and probably has the formula that delivers success more often. This time Star TV decides to make a radical change from the norm with its newest show, Satyamev Jayate that debuted on 6 May. Satyamev Jayate is Reality-Talk Show, which doesn't have an 'entertainment' factor, no oomph factor, no pomp and show, no laughs, no winners, no prize money. So by conventional wisdom of TV and armchair experts, this show was supposed to be a flop show and nothing else, a big failure. In this case we are going to discuss various aspects of success or failure of this show. Whether the efforts and strategies used by Aamir Khan make this show a successful history in TV Channels or will this show be only viewed by the fan following of Aamir Khan and will be an unheard story. Through this show will he be able to create the said movement in public for which he started this show or will it be the same case as of Anna Hazare's agitation?

KEYWORDS

Viral Marketing, TV Rating, Social Issues, Talk Show, Online Media, Blue Ocean Strategy.

INTRODUCTION

 Satyameva Jayate is a Sanskrit term. It splits as Satyam Eva Jayate, meaning TRUTH ALONE TRIUMPHS. "Satyameva Jayate" is the national saying of India. It is inscribed in Devanagari script at the base of the national emblem, which is an adaptation of the Lion Capital of Asoka at Sarnath, near Varanasi in the north Indian state of Uttar Pradesh. The origin of this motto is a well-known mantra 3.1.6 from the Mundaka Upanishad. Full mantra is as follows.

satyameva jayate nānṛtaṁ
 satyena panthā vitato devayānaḥ |
 yenā kramantṛṣayo hyāptakāmā
 yatra tat satyasya paramaṁ nidhānam ||

MEANING

Truth alone triumphs; not falsehood.

Through truth the divine path is spread out by which the sages whose desires have been completely fulfilled, reach where that supreme treasure of Truth resides.[1]

Following the meaning, a talk show on Indian entertainment television channels like Star Plus, and Doordarshan hosted by Aamir Khan, named "Satyameva Jayate".

"Satyameva Jayate is a window. Open it. Look out, and you might find you're looking in." [2]

Bollywood Actor Aamir Khan, who made his television debut with Satyameva Jayate, says this was his most ambitious project. The show, a compelling narrative of real stories across India, is being telecasted every Sunday at 11 am on Star Plus and Doordarshan, simultaneously in 8 languages across all key channels of Star Network.

This talk show has taken the challenge of awakening social consciousness among people. Aamir Khan is discussing social issues like female foeticide, child labour, corruption in health care sector and other issues affecting the country.

On one hand when Aamir has been showered with appreciation for his initiative, he has also been drawing criticism from many. A big slot of the society consider him the 'Messiah', while for his disbeliever he is someone who is only making money and most of his superstar-status.[3]

People can freely speak out their views and opinions to the people watching the show all over the world through this talk show. The victims (people who face all these issues) come to the show to share their horrifying experiences and indirectly create awareness among the people regarding those discussed issues.

Aamir Khan's Satyamev Jayate may be path-breaking in society for discussing social issues, but it has failed to get a suitable TV Rating (TVR). In fact the Opening TV Rating of Satyamev Jayate lags far behind most of the Big Starrer Show on TV. According to the TAM data released by the channel, the first episode of Satyamev Jayate managed to garner just 3.02 TVRs on Star Plus, making it the 12th most-watched show on a Hindi channel for the week ending May 12. For Instance Amitabh's Kaun Banega Karorpati (S2) had an opening TVR of 19.75, while Satyamev Jayate has an Opening TVR of 4 merely. The data covered the entire Indian market, including cable and terrestrial homes, where only DD is beamed. [4]

For the Opening TV Ranking of Various TV shows starring Top Bollywood Celebrities kindly refer – Table 1. [5]

Other related details to the TRP are as: [6]

1. In the six metros (including Chennai, Bangalore and Hyderabad), the average TVR of Satyamev Jayate stood at 2.9.
2. As per TAM data provided by the channels, the debut episode scored maximum in Delhi (5.9 TVR), followed by Mumbai (3.1 TVR) while Kolkata touched 1.8 TVR.
3. In Mumbai, the show (dubbed in Marathi) on Star Pravah garnered 2.2 TVR. On Star Jalsha, the leading Bengali Entertainment channel, the show just managed 0.52 TVR...
4. On ETV in Telugu (Hyderabad), the show got 0.88 TVR, while from the same metro city the show clocked 1.1 TVR on Star Plus.
5. In Tamil on Star Vijay (Chennai) it fetched 0.68 TVR. In Bangalore, where it was not dubbed in Kannada, Star Plus managed 1.3 TVR[6]

BACKGROUND NOTE

Kudos to Aamir!! for coming up with the idea of this show. The show will definitely help the people to be relieving from distress.

Aamir has taken up a different path to bring forth the problems prevailing in our society these days and also to create awareness among people. Therefore, this particular program is expected to be an eye opener. This program also includes conversations with experts from different domain like medicine, lawyer, media etc.

Aamir and his team had taken up many efforts by presenting the facts & figures so accurately about the issues being dealt in the show. The presentations of bar graphs, video conferencing, and interviews created a lasting impact & understanding among the people.

The show has been presented so well that all the people have become the fans of it by discussing the topics on social networking sites, online forums, and online discussions and so on. Similarly, once the show was over, there are around 1, 00, 000 people who had called on to speak and discuss with Aamir Khan regarding the social issues.

This show has really brought about some kind of confidence among the people and has also made them realize their duties & responsibilities as a citizen of a developed nation.

MARKETING INSIGHT

The various marketing approaches used by the promoters of "Satyamev Jayate".

TITLE

The name of the product matters a lot as it works as a brand name for the same. The name for the talk show has been chosen very strategically. The meaning of Satyamev Jayate is Truth alone triumphs. Truth alone triumphs; not falsehood. Through truth the divine path is spread out by which the sages, whose desires have been completely fulfilled, reach where that supreme treasure of Truth resides. The word Satyamev Jayate is placed in every Indian mind at a very divine place because Mahatma Gandhi had used this as his slogan to get the freedom for our country. This slogan was used to communicate the message that truth always wins and fighting for truth is never wasted, so one should always follow the path of truth. So "Satyamev Jayate" was the most effective and suitable title to percolate the same message.

THEME

The main ingredient of any recipe is its contents same will be the case for any TV show. That is why the concept of the show was kept secret before the launch of the program. However, during the press conference commenting on the concept of the show, Aamir said, "The show is about meeting the common man of India, connecting with India and its people." [7] He also added, "Through this show we understand the problem of the people, we are not here to make a change. I am no one to change anything. I don't think I am in the position to change anything else. I feel understanding a problem and feeling it or holding one's hand or hugging is also important. I may not have the solution, but at least I can hear and understand." [8]

This proves the theme of the show is its USP, which is totally different.

THEME SONG

Music is best way to communicate your feeling to others in effective manner. Many a times music works as a best positioning tool in the marketing of any product or idea. Keeping this in mind the promotional team of "Satyamev Jayate" tries to summarize each episode by a song. Apart from this the theme song for the talk show was also proposed. The theme song is as:

"Hai junoon hai junoon hai
Tere ishq ka ye junoon hai
Rag rag mein ishq tera daudta
Yeh bawra sa khoon hai
Tune hi sikhaya sachchaiyon ka matlab
Tere paas aake jaana maine zindagi ka maqsad
Satyamev... satyamev... satyamev jayate
Sachcha hai pyaar tera, satyamev jayate....."

This promo song is composed by Ram Sampath, written by Prasoon Joshi and sung by Keerthi Sagathia. Initially the team planned to compose a national song or an anthem, however, composed a romantic love song reflecting the love for the country and relating it with each Indian. The song was shot by Ram Madhvani in different states of India and was released on April 13, 2012. [9]

Aamir Khan came up with the idea of launching a music album for the show. He along with Ram Sampath, the music director of Delhi Belly, created 16 songs for the 16 episodes that are supposed to be telecasted in the inaugural session of the show. [10] In addition, the songs from the album of the show will be released digitally every week on Hungama.com and also across all mobile operators as the series proceeds. The album will also be released in Malayalam, Tamil, Telugu and Kannada. [11] Sukhwinder Singh recorded a 22 minute long song for the show which is written by Prasoon Joshi. [10] On the song, Singh said, "Yes, I have sung a song which will be used in the title track and some will be incorporated in the show. It is a dream song; it is a song which will reflect humanity and nationality." [12]

All these efforts were put in to come up with a perfect show which will create a long lasting effect in Indian Television history. Not even the show but also the songs at the end of each episode are a hit on online media. The statistics show that songs are having a large number of hits and likes and have caught enough viral marketing.

BRAND AMBASSADOR / HOST

Brand ambassador is the one key person who is an official representative of a brand, a product or a company. The inimitable Aamir Khan as the 'sutrader', the host of the show is the best brand ambassador for his show. The perfectionist image of Aamir Khan fully supports the show. Apart from this he is a brand ambassador of UNICEF to promote child nutrition also.

Aamir Khan has a reputation for being a very picky actor. Aamir has managed to maintain a low profile in the public while maintaining great integrity in his career; therefore, anything Aamir Khan is involved in gets plenty of buzz. After decades of work, Aamir now heads into the world of television as an anchor. He mentioned this as, "A journey of discovery, change, and emotions, human stories which touch and inspire us. My dream is to impact lives."

"Satyamev Jayate" the show and Aamir Khan complement each others in true senses.

PROMOTIONAL ACTIVITIES

Aamir Khan uses various media channels for promoting his show. He aired the promotional ad campaigns on TV, Radio, and on Online Medias. Also he used print media and outdoor advertising like Hoarding. Apart from all these he tries a new media which was totally untouched by the TV shows. He promoted his show in various cinema halls; the theme song of the show was aired in cinema halls just after the national anthem. He is successful in creating a lasting effect in the minds of spectators. Online media is also used very strategically; the teasers of the show were premiered on YouTube on 2 April 2012. The makers of show had booked around 2,000 slots for the broadcaster's promos in 27 hours for an amount of ₹ 6.25 crore (US\$1.25 million). Reportedly, this is the highest costing promotional campaign for any Indian television show. [13][14] In addition to all these, various interactive sessions were also organized with public about the show in selected multiplexes of Mumbai and New Delhi.

SPECIAL SCREENING IN VILLAGES

Star Plus organized a special screening of the first episode of the show in some villages in Gujarat, Maharashtra and Uttar Pradesh where the villagers do not have access to television. The initiative was taken to ensure that the show reaches all over the country as it caters to the issues of common man. The program was screened on May 6, 2012, during the same time when it was aired across the country, on community TV sets in villages like Bhingara and Kahupatta in Maharashtra, Chepa in Gujarat, Jhunkar in Madhya Pradesh, Tikeri, Lalpur, Sarauta, Khannapurwa and Maniram in Uttar Pradesh. Most of these villages are reported to have a population of less than 5,000. [15] Gayatri Yadav from STAR India stated that, "This is an important and relevant show for all of India and Star India is going all out to make sure that this show reaches out to all Indians even in places with limited or no TV connectivity." Based on the response to its first episode, the screening of the subsequent episodes of the show is also being considered by STAR in the similar manner. [16]

CORPORATE SOCIAL RESPONSIBILITY IDEA

Corporate social responsibility (CSR) has recently become a jargonized word which maximum organizations are using to create their favorable image. Some of them are using this term to earn more and more profits out from the public pockets. But very less of them are doing it seriously. Lots of Bollywood actors, through various shows try to do some CSR activities. They are associated to various organizations that are active in various social fields. Supporting various social

causes through money is not the only responsibility. The major part of CSR activities is to create awareness about the causes, their effects and provide all kind of support to the victims, so that these social issues can be resolved from the grass roots.

Through "Satyameva Jayate" Aamir Khan is trying to do his bit of social responsibility. The whole show is dedicated to various social causes. Each episode is talking about a different social cause, its reason, its effects and even a real support to those victims to share these kinds of issues in public. The show is designed in such a way that it can provoke public, to sit up and take notice, to take action and perhaps to create a public movement that addresses the issues.

Even not to dilute the impact of the show they didn't buy any advertising slots or screen any of its advertisements. [17] The show is presented and sponsored by Airtel and co-sponsored by Aqua guard. Other associate sponsors include Coca-Cola, Johnson & Johnson, Skoda Auto, Axis Bank, Berger Paints and Dixcy Scott only.

At the end of each episode Aamir Khan calls support for actions to be taken in order to resolve that issue. Public can support the call through SMS which charges only Re 1, that amount will go to the relevant NGO who works for that particular social cause. Even if any one wants to do some extra support, they can do it through Axis bank as there is a direct tie up with this Bank. Through all this he is trying to induce public to do their part of social responsibility.

All these efforts will obviously create a different image of the show and Aamir Khan.

THE SURPRISE ELEMENT

The wow effect is a must for every product. This wow effect can be created by keeping the things secretly and surprise all the respondents. The concept of the show was not revealed to the public until the show officially went on air on May 6, 2012. Through advertisements and theme song it was clear that the show is based on "the common man" rather than being fictional or dramatic. While when it is telecasted, it was mostly referred as a talk show discussing social issues like child labour, health problems and other issues affecting the country. Aamir Khan, who is well-known for keeping secrecy for his movies, uses the same strategy for his first TV debut. Even similar to his movies he came up with totally different confederation in his talk show. His show is able to create a totally different impact.

TIME-SLOT OF THE SHOW

Things work well if they are done correctly on right time. Timing of every show matters a lot. Decision about the time is very critical in television media. Aamir Khan strategically decided to telecast his show on Sunday mornings since the slot is commonly considered as "family TV viewing" in Indian Television, while his producers wanted to get the prime time slot (9 pm).

The decision regarding the timing of the show was backed by the fact that the popular TV shows Mahabharata and Ramayana were aired on Sunday mornings in this time slot only and was highly successful. Even this time slot was actually lacking in any such kind of programs. He actually used blue ocean strategy to surpass any competition and even have the timeslot where maximum viewership will happen.

VIRAL MARKETING

Marketing done through online media, where references works a lot, is an emerging media which is required to be captured well. When the show was first aired, the full episode was uploaded to YouTube, the link was shared by many on Twitter and Facebook news feeds. A 720p HD version of the show was available to be streamed in the US. This is the first true sign of Indian television realizing how the Internet can be viral, accessible and amplifies in reach.

Satyameva Jayate was the most searched keyword on Google in India on May 6th - the show trended 1-9 on the top Twitter Trends and the sentiment were highly positive getting rave reviews across audiences.

The Facebook page launched about a month back already has 816,000 fans with about half the fans talking about it. This is unheard for any show to build this momentum within weeks of launch. According to their official website, "the Show has 816,000 likes on Facebook and 27.5K followers on Twitter, which is a record itself.

Apart from all these the social networking websites are getting flooded with these issues, numbers of forum are getting created which are discussing these issues on upfront. A kind of movement is felt actually after its first episode. People are coming in front and discussing the issues in much better way. This could be a classic case in TV shows for viral marketing.

COROLLARY

The summarizing impact of the show had in the last few episodes:

- Rajasthan Chief Minister Ashok Gehlot met Aamir Khan and discussed the issue of Female Foeticide. The government has already given the green signal to set up a fast track court, to quicken the trial in the female foeticide cases.
- Satyameva Jayate also had a massive impact on the Congress party in Pune. The Pune Municipal Corporation party leader, Arvind Shinde, has written to Municipal commissioner Mahesh Pathak, asking for an explanation on why the 'Pre-conception and Pre Natal Diagnostic Techniques (PCPNDT)' cell was dissolved.
- In Allahabad, a case was lodged against a local doctor Harish Chaudhary, for carrying out female foeticide.
- More than 64 nursing homes have been suspended in Bhopal
- More than 1,00,000 people called Aamir Khan to discuss the issue, out of which around 10 were selected. The revenue generated from all the calls, will be donated to charity by Airtel.
- Sources say, more than 65,00,000 SMSes were received (charged at Re 1 each). All of which, again, goes to charity.
- Shiv Sena supremo Bal Thackeray has praised Aamir Khan for Satyameva Jayate.

MANTRA FOR BIG SUCCESS

"Satyameva Jayate" the talk show is one of the successful experiments done by Aamir Khan in Television Media. Although the starting of the show was little bit bumpy (in case of TRP) but it has achieved the desired success in term of its main motive. The theme of the show was carried differently. The product or idea may be similar or competitive; they can be successful through unconventional marketing. Marketing strategies for "Satyameva Jayate" are truly avant-garde.

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ANNEXURE

TABLE 1

| Host | show | channel | Year | Timing | Opening TVR |
|------------------|--|------------|-------------------|-----------------------------|-------------|
| Akshay Kumar | Master Chef India (season one) | Star Plus | October 16, 2010 | Saturdays and Sundays | 2.59 |
| | Fear Factor Khatron Ke Khiladi (season two) | Colors | September 7, 2009 | Monday to Thursday | 4.37 |
| | Fear Factor Khatron Ke Khiladi (season four) | Colors | June 3, 2011 | Fridays and Saturdays | 2.95 |
| Amitabh Bachchan | Kaun Banega Crorepati (season one) | Star Plus | July 3 | Monday to Thursday | 8.96 |
| | Kaun Banega Crorepati (season two) | Star Plus | May 8 | Monday to Thursday | 19.75 |
| | Kaun Banega Crorepati (season four) | Sony TV | November 10 | Monday to Thursday | 6.21 |
| | Kaun Banega Crorepati -(season five) | Sony TV | August 15 | Monday to Thursday | 5.24 |
| | Bigg Boss (season three) | Colors | October 4 | Monday to Sunday | 4.57 |
| Hrithik Roshan | Just Dance | Star Plus | June 18, 2011 | Saturdays and Sundays, 9 pm | 3.68 |
| Salman Khan | Dus Ka Dum (season one) | Sony TV | June 6 | Fridays and Saturdays | 3.35 |
| | Dus Ka Dum (season two) | Sony TV | May 30 | Fridays and Saturdays | 2.22 |
| | Bigg Boss (season four) | Colors | October 3 | Monday to Saturday | 4.83 |
| Shah Rukh Khan | Kaun Banega Crorepati (season three) | Star Plus | January 22 | Monday to Thursday | 12.33 |
| | Kya Aap Paanchvi Pass Se Tez Hain? | Star Plus | April 25 | Friday to Sunday | 3.37 |
| | Zor Ka Jhatka Total Wipe Out | Imagine TV | February 1 | Monday to Friday | 2.61 |

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