



**Consulate General of India  
Durban**

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**LAUNCH OF "WAVES" IN OTT SEGMENT BY "PRASAR BHARATI"**

CGI Durban is glad to share that Prasar Bharati has launched its over the top(OTT) platform called "WAVES" to cater to the growing demand for digital streaming services. The platform aims to revive nostalgia while embracing modern digital trends by offering a rich mix of classic content and contemporary programming. With a library featuring timeless shows like Ramayan, Mahabharat, Shaktimaan, and Hum Log, the platform appeals to audiences looking for cultural and emotional connections with India's past.

2. Additionally, it offers news, documentaries, and regional content, reinforcing its commitment to inclusivity and diversity. By leveraging its decades-long legacy and national trust, Doordarshan's OTT platform bridges the gap between traditional television and modern streaming, reaching tech-savvy youth and older generations alike.

3. 'WAVES' makes its entry as a large aggregator OTT with Inclusive India stories embracing Indian culture with an international outlook, in 12+ Languages - Hindi, English, Bengali, Marathi, Kannada, Malayalam, Telugu, Tamil, Gujarati, Punjabi, Assamese.

4. It will be spread across 10+ Genres of Infotainment. It will provide Video on demand, free-to-play gaming, Radio streaming, Live TV streaming, 65 live Channels, several App in App integrations for video and gaming content, and online shopping through Open Network for Digital Commerce (ONDC) supported e-commerce platform.

5. As a conscious step to unlock the potential of young creators in the creative economy, WAVES also offers its platform to content creators including National Creator Awardees like Kamiya Jani, RJ Raunac, Shraddha Sharma and others. WAVES has opened its portal to student graduation films of film and media colleges like FTII, Annapurna, and AAFT.

6. The Digital Experience of WAVES fuses Indian ethos with modern look and feel, friendly user interface, cross-Platform compatibility, personalized profiles and curated playlists add value to the streaming experience. This launch signifies a major leap forward not only for Prasar Bharati but the digital media and OTT audiences, as it offers a complete infotainment ecosystem.

The WAVES app may be downloaded via Google Play Store or App Store:

[https://play.google.com/store/apps/details?id=com.prasarbharati.android&pcampaignid=web\\_share](https://play.google.com/store/apps/details?id=com.prasarbharati.android&pcampaignid=web_share)

<https://apps.apple.com/in/app/waves-pb/id6478751951>

