

WHAT'S YOUR STORY?
TURNING IMAGINATION INTO REALITY!

Deshi Television Inc.

STRIVING TO KEEP OUR CULTURE ALIVE



PROFILE

DESHI TV

Dr. Khan Monzoor-E-Khoda, Ph.D.
CEO, President & Technical Director
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Film Maker/Director of Photography

DESHI TELEVISION INC.
Striving To Keep Our Culture Alive

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SHUPRIOTI INNOVATIONS INC.

Recording Studio & Production House of Deshi Television Inc.

Shuprioti Innovations Inc.
Recording Studio & Media Production House of Deshi Television Inc.

INTRODUCTION

In present world uncrown king electronic media like Television network is ruling with vigor on mass media. At the same time bringing changes, modifications and developments for the society, nation and international arena by influencing our Psychic make-up and keep-up our multicultural heritage.

Based out of Toronto, **Deshi Television (DeshiTV)** is an ultimate televised source of South Asian network for all Bengali & South Asian community all around the globes, geared towards second and third-generation South Asians.

DESHI TELEVISION INC. (DESHITV)

Deshi Television (DeshiTV) is a 24-hour fully integrated Television Company for the Bangladeshi and South Asian community of Canada since 2006. It began its operations in late 2005 and was officially launched its first program on the 5th of February, 2006 through ATN Bangla in Canada with a commitment to provide top-quality, wholesome and value-based entertainment. The viewers are at the very heart of DeshiTV. Weaving artistic creativity, unwavering honesty and excellence into each program, DeshiTV has created a broad collection of distinctive programs that cater to all age groups of society. Deshi Television's program consists of various segments to reflect the Bengali and South Asian cultural attribution and its heritage in a journalistic manner. Deshi Television will always serve basically the media related hope and aspirations of the Bengali and South Asian Community here in Canada. In its multicultural facets, Bengali is a growing community and Bangla is the 6th largest language of the world. About 150,000 Bangla speaking people from Bangladesh and West Bengal (India) dwell all over Canada and particularly near about 100,000 are the inhabitants of GTA.

DeshiTV has enormous support from the Bengali and South Asian communities. Its key organizers have social acceptance due to their contribution in Journalism and TV production field.

DeshiTV is the ultimate televised source of the local Bengali & South Asian community, providing information and entertainment while celebrating our culture and customs in a modern reality-television style. Our vision is to inform, entertain and, spread the '**Joy of Awareness**' with dedicated goal: '**Striving to Keep Our Culture Alive**'. Our mission is to build a bridge which connects the east with the west.

THE PERSON BEHIND DESHITV'S SUCCESS

The person behind Deshi Television's success is Dr. Khan Monzoor-E Khoda (a.k.s. Dr. Monzoor Parvez), a creative and technical minded computer savvy filmmaker, DP, Video News Journalist and Editor who has his doctorate in Computer and Engineering Mathematics, specializing in Optimization Techniques in Parallel Processing for Robotics Systems. He has over 35 years of experiences in the media/film and IT industry. His highly creative and technical revolutionary approach combines his technological and film making artistry to produce all Deshi Television's productions successfully in its journey.

DESHITV'S ACCOMPLISHMENTS

Digital Recording Studio & Production House

DeshiTV knows Media Production is a powerful and versatile medium requiring a creative eye and that's why it always develop an innovative and creative production in association with its digital recording studio and production house "**Shuprioti Innovations Inc.**" for its all productions and post-production facilities – the latest in visual media technology.

Our production and technical team consists of skilled artists who are knowledgeable in the integration of imagery and sound. From conception to completion, Shuprioti Innovations uses state-of-the-art audio and video production equipment and facilities. Unlike other production house, the Shuprioti Innovations gives a direct benefit to all its productions and creations by having all its facilities under one roof.

Bangla Bichitra: DeshiTV Show

A spoof of DeshiTV's popular TV Show "Bangla Bichitra", reached over 250 episodes, was made completely in house, from the original idea, scripting, filming, editing, music, graphics and tape delivery to the channel on a broadcast master to their specifications.

DeshiTV currently broadcast its "Bangla Bichitra" TV Show through RogersTV Channel (Rogers Cable 10, 63 & 182) in Toronto, GTA & its surrounding area together with its on-line WebTV portal (<http://www.deshitv.com> and <http://www.deshitelevision.com>). Approximately 40,000–50,000 people regularly watches its show live in RogersTV in Mississauga, Brampton, Toronto, GTA and its surrounding cities and more than 100,000 people watches regularly its programs via online WebTV from all around the world.

Deshi Television's WebTV on-line portal

Deshi Television launched and operated its on-line WebTV (<http://www.deshitv.com> and <http://www.deshitelevision.com>) through its own fault-tolerant, state-off-the-art dedicated web hosting streaming server using .NET framework technology under Windows 2012 Server platform.

DeshiTV24 Live

Deshi Television Inc. (DeshiTV) is the first 24-hour Bangla South Asian Television Channel in North America broadcast from Mississauga, Canada since 2010. On July 2010, Deshi Television expands its telecast service by launching the DeshiTV24™ Live operation to broadcast 24-hour live programs based on the Bangla and South Asian heritage and culture. Its high-quality programming lineup makes DeshiTV24™ more popular and attractive televised source of South Asian Network for all Bangali and South Asian community all around the gloves.

Its main objectives is to televise and present the life-style, politics, culture, literature, heritage of all Bangali (Bangladeshi & Indian) and south Asian people to those who lives abroad around the globe. In addition it establishes a common platform from where they can use this platform to practice for the connectivity of their heritage & cultural and keeping the culture alive in abroad.

Bangali and South Asians are scattered living different part of the world and there is neither easy nor possible to connect Satellite by them to watch Bangla or South Asian TV programs. To by-pass that barrier and that's the reason Deshi Television brings its 24-hour telecast for the Bangali and South Asian community all around the globes over the internet based on the IPTV technology. That means if internet connection is available, then you can enjoy DeshiTV24™ Live program through your Computer, your mobile phone/tablet devices or even watch it to your TV Set by connecting any IPTV Set-Top boxes that are legal and currently available in the market. DeshiTV24™ uses State-of-the-Art IPTV technology based end-to-end Live IP based broadcast, which will revolutionize the way people watch Television. For watching DeshiTV24™ Live program into your mobile/tablet devices, you have to download and install the free "DeshiTV" app from either Apple or Google apps store. It is absolutely free!

As of today, more than **two millions viewers** are watching DeshiTV24™ Live program contents through numerous IPTV/OTT platforms from all around the world. RadiantIPTV, JemTV, JadooTV, BTV, ShavaIPTV are few of them. For your connectivity for any of these IPTV box, you have to contact your local distributors or resellers from your neighborhood.

DeshiTV24™ broadcast its HDTV quality content LIVE straight from DeshiTV streaming server from its master Control Room in Canada to its viewer's television set. Its processing engine gives better sound in True HD Dolby Audio and 1080P HD video picture quality. All you need is a high speed internet connection with minimum download speed of 7 mbps and minimum upload speed of 5 mbps.

If anyone, who is interested to broadcast their produced quality programs or productions through DeshiTV24™, then please don't hesitate to contact us at programming@deshitv.com. If the produced program meets all Deshi Television's programming standard and rules, then we will telecast your program through our 24-hour live channel.

Even more you can promote your business or event effectively towards your targeted audience with DeshiTV24™ at very low monthly cost. Contact us for more details about the price rate.

PURBOPOSHCHIM (পূর্বপশ্চিম):

"PURBOPOSHCHIM" (পূর্বপশ্চিম) is a 3-Dimensional Bangla life-style online eMagazine and its issue is published every two months based on our Bengali season. The objective is to build a genuine bridge between the East and the West by connecting our cultural heritage with the western culture. This connection expands the horizon for us to stay connected more closely to our homeland and the land we live abroad.

By connecting readers and writers in a creative exchange across the globe, "PURBOPOSHCHIM" is the bridge between shores. Our mission is to serve as a cultural connecting point and network for Bangalis all over the world.

"PURBOPOSHCHIM" provides the opportunity for our next generation along with us, especially those who lived abroad to grow together by reflecting our culture, literature, fine arts, paintings, music, poetry, etc. in our day to day life style and create long-term loyalties, as well as goodwill by blending our heritage in our lives.

It is a publication of Deshi Television Inc. Canada, a first 24-hour Bangla channel broadcast from Canada since 2006 and produced & published by Shuprioti Innovations Inc. Canada, a Digital

Recording Studio and media Production Company.

Every issues when released, approximately 10,000-25,000 people regularly views, reads, listens and watches "PURBOPOSHCHIM" online Magazine through its website Portal from homeland, motherland and the people who live in all around the world and love our homeland and motherland. Its web link is www.purboposhchim.ca

DeshiTV News Network:

"DeshiTV's News Network", a wholly owned division of Deshi Television Inc., is focused and dedicated to bring all the true and un-biased news report coverage of events in regional, national, homeland's, motherland's and all around the world with an extensive news gathering professionals and journalists together with a vibrant innovative production and technical team.

DeshiTV's Production Lines

Deshi Television is excelling its endeavor to bring together the TV oriented personalities. It has already inspired many of the local talents, artists, singers, actor/actresses journalists, audio-visual experts and entertainers as well as cherishing a brighter prospect for its TV programming. As a result Deshi Television produced and created numerous creative music and choreographed based dance videos, Poetry picturizations, Documentary-style News coverage, face-to-face interviews, TV dramas, full-length or short films and documentaries.

ADVERTISEMENT & SPONSORSHIP

An audience of millions throughout Mississauga, Brampton, Toronto, GTA, North America, Bangladesh and all around the world makes DeshiTV and its online "PURBOPOSHCHIM" Magazine the place where your business can achieve positive result. It creates an effective and cost efficient advertising vehicle for your advertising message! It's perfect for reaching this expanding and diverse market - a market fully integrated into the mainstream populace; a mainstream that increasingly displays interest in this fashionable, vibrant and rich culture. With aggressive promotion strategies, proactive community outreach and trend-setting creative advertisement and TV Commercial (TVC) design, DeshiTV and its online Magazine portal can jointly help reach your target audience effectively and easily.

The South Asian market continues to grow exponentially. The single largest minority group in Canada, the South Asian Market numbers in excess of 1.3 million. The U.S. population at 3.5 million represents the third largest visible minority group. South Asian's in Great Britain (U.K.) are numbered in excess of 3.8 million. As a consumer group, North America is the largest South Asian wealth market in the world with an annual median household income approaching \$70,000,00 and an estimated 201,000+ millionaires. Combine that with their social & fashion consciousness and savvy IQs, South Asian's are finally being recognized as educated buyers, with enormous purchasing power. It is a market that should not be ignored!

Your businesses, like real estate, financial, mortgage brokerage, retail, manufacturing and/or any other services, will get benefit from our effective joint marketing campaign with the collaboration of combining your TV Commercial telecast in the DeshiTV's 24-hour channel and your classified advertisement published in the "PURBOPOSHCHIM" online magazine for reaching potential customers. This shared marketing promotional campaign strategy helps your business to build and expand your sphere of influence.

DeshiTV has an affordable flexible TVC "Ad Spot" bundle with its "PURBOPOSHCHIM" online Magazine's classified advertisement. We guarantee our TVC and classified advertisement bundle rates are reasonable and easy to afford. In addition, we offer lucrative "Air-Time Paid Slot" at very low yearly subscription rate for broadcast your produced content through DeshiTV's 24-hour channel provided DeshiTV's programming standard and rules has been met. It is also possible to sponsor any individual program and/or movie that are televised at DeshiTV24 Live, with reasonable sponsorship rates. If interested, ask for more details.

Primary mission of the Deshi Television's on-line WebTV is to mirror the *DeshiTV's 24-hour TV channel*, providing the audience access to information about news and programs. The DeshiTV's website also offers an Internet platform for marketing and promotional events for your business.

Take advantage of the flexibility of advertising with Deshi Television and "PURBOPOSHCHIM" to take your message to the viewers as well as readers and listeners. The team at DeshiTV and/or "PURBOPOSHCHIM" can help you create a marketing campaign for your business that will catch the attention of potential customers.

Would you like to have your business known by thousands of avid viewers, readers or listeners around the globe? Do not hesitate to publish your advertisement with Deshi Television and "PURBOPOSHCHIM"! We offer competitive pricing, with ideas for content-specific promotion and paid content. To place your advertisement, please contact at either ads@deshitv.com or ads@purboposhchim.ca or 1.800.547.6090/416.566.6774 and take advantage of our great comparative offers. Partner with Deshi Television today and take advantage of our great competitive offers!

Why Advertise your products or services in Deshi Television

- Research proves conclusively that target market identification equals brand loyalty. Accordingly, the South Asian market provides a perfect opportunity for you to promote and sell your products and services.
- The South Asian market is growing. It represents almost 5(%) percent of the Canadian population, 3.8(%) of the U.K. population and 1.8(%) of the U.S. population.
- Mainstream media's failed to address the untapped and underserved South Asian-North American market. However, with Deshi Television your message can now be delivered directly to this important, growing and brand savvy market.
- South Asian consumers are well-educated, integrated, and affluent and brand conscious. They have healthy spending habits and are willing to try new products.
- Deshi Television stays in touch with, and interacts with its viewers, via the various medium of our 24-hour TV channel, "PURBOPOSHCHIM" online Magazine, bi-weekly TV show in RogersTV, our online WebTV portal, our email broadcast, our website, plus our many events.

DESHITV'S ACHIEVEMENTS

- Performance Award for Best Technical Lighting to DeshiTV's Technical Director Dr. Khan Khoda at "India's 54th Republic Day Celebration 2003" – Organized by Panorama India and Consulate-General of India in Toronto, Canada, 2003.
- BCC Best Achievement Award 2004 to DeshiTV's Technical Director Dr. Khan Khoda for Editing, Cinematography & Director of Photography for the telefilm "Porobashi Monta Amar" in Canada, 2004.
- Best Achievement Shomoy Award 2007 to DeshiTV's Technical Director Dr. Khan Khoda for Editing, Cinematography & Director of Photography for the featured film "DOLON" in Canada, 2007. Produced by Toronto Can-Asia Film Production.
- Award of Reorganization for outstanding achievements, contributions and performance of the Deshi Television & its News Network in Bangladeshi and South Asian community in Ontario - The Honorable Michael Chan, Ontario Minister of Citizenship and Immigration, Canada, November 2008.
- Award of Reorganization for the successful contribution & outstanding performance of the Deshi Television & its News Network in Canada - The Honorable Premiere Dalton McGuinty, Government of Ontario, Canada, November 2008.
- Award of Reorganization for hosting a successful event of Bengali New Year 1416 Celebration to create of a strong sense of community among Bangla-speaking Canadians - The Honorable Premiere Dalton McGuinty, Government of Ontario, Canada, April 10th 2009.
- Film Maker Reorganization Award 2009 in Bangladesh for the recognition of keeping Bengali Culture alive in abroad. Presented by Creative Communication, Bangladesh, 2009.
- Certificate of Award 2009 for the recognition of supporting Bangladesh Victory Day Cultural Show as a Media Partner and Technical Consultant. Presented by Bangladesh Association of Toronto, Ontario, Canada, 2009.
- Certificate of Award 2010 for the recognition of supporting Bangladeshi Community Event in Hamilton as a Media Partner and Technical Consultant. Presented by Bangladesh Association of Hamilton, Ontario, Canada, 2010.
- Professional Excellence Award 2010 in TV Production & Direction – Recognition for the best Ethnic Television production in Canada in appreciation of outstanding achievement and distinguished contribution to Ethnic communities, National Ethnic Press and Media Council of Canada, 2010.
- Best Ethnic Producer & Director Award 2010 in Television and Electronic Media Arts for the creation of an outstanding Multicultural TV Programs in Canada for the Ethnic society, National Ethnic Press and Media Council of Canada, 2010. Award presented by The Honorable David C. Onley, Lieutenant Government of Canada.
- Media Award 2011 for the recognition of outstanding contribution in community media in Canada. Presented by Ontario Bengali Cultural Society, Canada, 2011.
- Ethnic TV Production & Director Award 2013 in Television and Electronic Media Arts for the creation of an outstanding Multicultural TV & telefilm Production in Canada for the Ethnic society, National Ethnic Press and Media Council of Canada, 2013. Award presented by The Honorable David C. Onley, Lieutenant Government of Canada.