

SKYCAST MEDIA NETWORK • CHENNAI



DHOOOL TV

Musically Tamil. From the South to the world.

Advertiser presentation • Tamil Nadu's highest-energy, multi-screen music destination • Think Music and Saregama catalogues • Sun Direct 95 • Jio TV Plus 2057 • GTPL 58 • Minnal 66 • YouTube Live • Facebook Live

October 2026 • sales@dhooltv.com • +91 63850 69233





MUSICALLY TAMIL

From the South to the world: Tamil music, in step with every generation

Tamil is one of the world’s oldest living languages, and film music is how it travels today: from Chennai to Bengaluru, Kuala Lumpur, Colombo, Dubai, Toronto and London. Dhool TV carries that culture on every screen, matching step with each generation: Ilaiyaraaja and MSV in the morning, Yuvan and Harris in the afternoon, Anirudh, Santhosh Narayanan and Tamil hip-hop at night.

For advertisers, music is the medium Tamil Nadu keeps on all day: at home, in the shop, on the phone. Dhool is where a brand sounds Tamil to the most affluent regional audience in India.

DHOOOL TV

Tamil hit music, 24 hours, for everyone who is always 15 and young at heart. Four years on air; CBC-empanelled.

MANTRA TV

Spiritual and devotional; on Jio TV Plus, distribution expanding in 2027.

WHERE TO FIND DHOOOL TV

Sun Direct Largest DTH reach in Tamil Nadu and the South	95
Jio TV Plus App and set-top box, all India	2057
GTPL Digital cable	58
Minnal Cable, Puducherry	66
YouTube Live · Facebook Live The same feed, worldwide	24/7

THE MARKET ADVERTISERS ARE BUYING

Tamil Nadu: India's second-largest state economy, twice the national income per head

**₹40.7 lakh
cr**

GSDP 2026-27, about US\$ 426 billion; real growth 11% against India's 8%

₹4.56 lakh

per-capita income, 1.9 times the national average; services 54%, manufacturing 34%

54%

urban, the most urbanised large state; 80% literate; 95% of homes own a TV

77 mn

mobile connections in the Tamil Nadu circle, more than one per person

HOW TAMIL NADU SPENDS

- Gold and jewellery: South India buys 40% of India's jewellery; Chennai is a national gold centre and jewellers are the fastest-growing TV advertisers in the state
- Cars and two-wheelers: Chennai is India's automobile capital; durables and auto dealers are the second-largest Tamil TV spenders after FMCG
- Cinema and music: 1,546 screens and 200+ Tamil films a year; 22 films have crossed ₹100 crore in the state
- Enterprise: 33 lakh registered MSMEs, third in India; half the country's spinning capacity in textiles

**12% of India's TV
viewing**

on 6% of its population; Tamil is the largest regional language by TV ad volume (15%). Retail has grown from a quarter to a third of the Tamil ad pie, and a Tamil audience does not accept dubbed creative.



WHERE TAMIL SPEAKERS ARE

69 million Tamil speakers in India, 8 million more abroad: one channel reaches all three rings

RING 1 • TAMIL NADU AND PUDUCHERRY

64.9 mn

Tamil speakers (Census 2011); state population now about 77 million, 54% urban, 80% literate, 95% of homes with a TV. Per-capita income about 1.9 times the national average.

Dhool reach: Sun Direct (about 10 million DTH homes, 80% in the South) and Jio TV Plus

RING 2 • REST OF INDIA

5.3 mn

Karnataka (Bengaluru)	2.11 mn
Andhra and Telangana	0.71 mn
Maharashtra (Mumbai)	0.51 mn
Kerala	0.50 mn
Delhi NCR	0.10 mn
Andaman and Nicobar	0.06 mn

Dhool reach: Jio TV Plus nationwide, YouTube Live, Facebook Live

RING 3 • DIASPORA

8 mn+

Sri Lanka	3.0 mn
Malaysia	1.9 mn
Gulf (UAE, Saudi, Qatar)	0.95 mn
South Africa, France, Réunion	0.9 mn
USA, Canada, UK	0.85 mn
Singapore, Australia, Mauritius	0.35 mn

Dhool reach: YouTube Live and Facebook Live; Night Owl block timed for overseas evenings



WHY MUSIC TELEVISION

Tamil is the number one music genre on Indian TV

18%

of all music-channel advertising in India runs on Tamil music channels, the largest share of any language

295+

advertisers buy music channels and nothing else on TV: the genre has its own buyer base

760+

advertisers and 1,980+ brands used the music genre in a year; food and beverages lead with 26% of volume

11–13%

of all TV ad volume runs on music channels every year since 2019; prime time carries 32% and 20–40 second spots 72% of it



DHool TV • BRAND PROMISE

Non-stop Tamil hits with high-octane energy, on every screen

Built for everyone who is always 15 and young at heart: Gen Z trendsetters, Millennial professionals and the parents who taught them the songs. Zero banter, kinetic graphics, a playlist that rises and falls with the day, streamed simultaneously on DTH, YouTube Live and Facebook Live. Songs from Think Music and Saregama, refreshed every week.



TARGET GROUP

Built for every Tamil viewer who is always 15 and young at heart: generations on one energy curve

PRIMARY • 15-24

Gen Z and young adults

- Dual-screeners shaped by Instagram Reels and YouTube Shorts; low tolerance for slow VJ banter
- Beat-heavy modern tracks: Anirudh, Santhosh Narayanan, Tamil hip-hop (Arivu, Hiphop Tamizha), viral independent singles
- Found on Non Stop Attagasam, Kuthu Overload, Vibe Check, Live Chat Beats and Chill Maamey

SECONDARY • 25 AND UP

Millennials and young professionals

- Passive TV viewing at work and at home; YouTube Live on desktop and smart TV, Facebook Live on mobile
- 2000s nostalgia and classic mass beats blended with current blockbusters; back-to-back music without filler
- Found on Wake-Up Thamizha, Coffee Beats, Rewind, 2K Express and Verithanam

42%

of Tamil music-channel viewing is under 30; 63% under 40 (genre benchmark)

53%

female; viewing splits evenly between urban and rural homes

75%

of music-channel viewing happens outside prime time: the channel stays on all day



THE CATALOGUE

Licensed from the two labels that own Tamil film music

Think Music

Chennai label founded 2007, majority-owned by Believe since 2021. Owns its film and non-film catalogue in perpetuity and has launched 40+ debut composers including Santhosh Narayanan, Ghibran and Hiphop Tamizha. YouTube audience of 11 million subscribers at acquisition.

Saregama

India's oldest music label, heir to the Gramophone Company of India and the HMV archive, and the custodian of the classic Tamil film-music catalogue: M S Viswanathan, Ilaiyaraaja and the golden decades that Rewind and 2K Express draw on. With Think Music's contemporary catalogue, the two together cover Tamil film music from the 1950s to today.

Weekly

selection refresh: new releases enter the grid the week they drop

24/7

licensed, cleared film music; no unlicensed or user-generated content

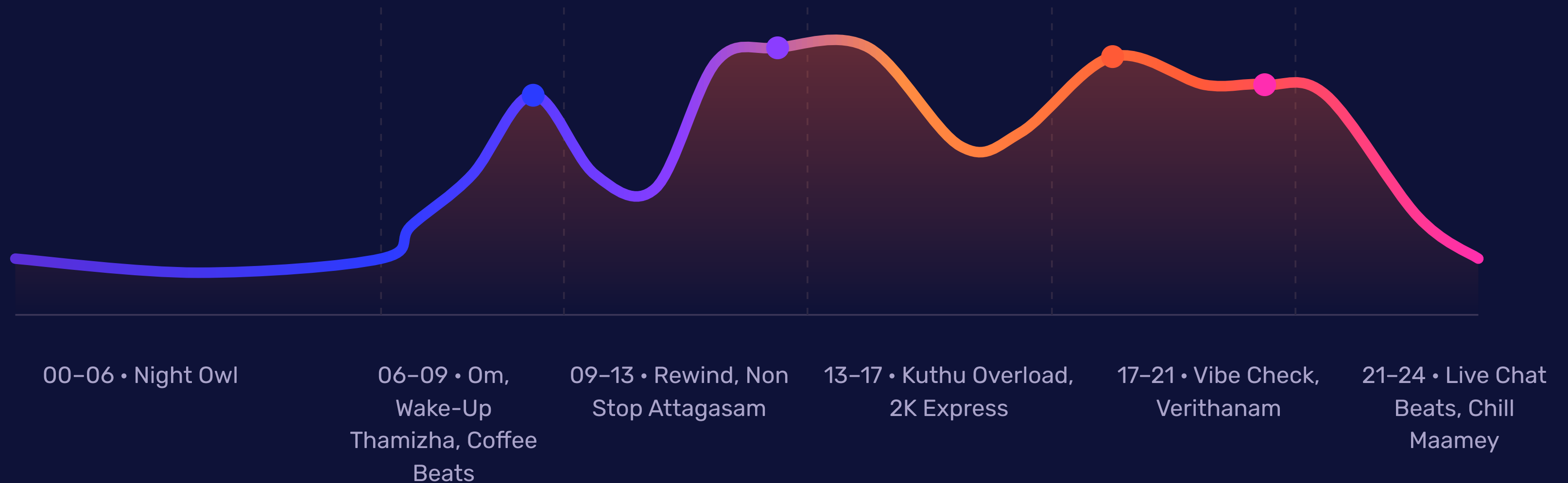
6 moods

curated by daypart, not shuffled

PROGRAMMING PHILOSOPHY

The cross-generational energy curve: the music matches the hour

Three peaks a day, not one. Mid-day belongs to Gen Z (Non Stop Attagasam, Kuthu Overload), the evening to everyone (Vibe Check, Verithanam), the night to the streamers (Live Chat Beats, Chill Maamey). Nostalgia blocks sit in the dips so a 35-year-old and a 17-year-old each get their hour.





FIXED POINT CHART • ON AIR

Twelve shows, one day on Dhool TV

06:00–06:30

Om

M S Subbulakshmi
Suprabhatam

Sacred start • all ages

06:30–07:30

Wake-Up Thamizha

Soulful melodies and morning
hits

Warm start • 25 and up

07:30–09:00

Coffee Beats

Upbeat hits for the commute

High energy • always 15

09:00–11:00

Rewind

70s–90s: Ilaiyaraaja, MSV, early
Rahman

Nostalgia • 30–40

11:00–13:00

Non Stop Attagasam

Viral audio and trending tracks

Peak energy • 15–24

13:00–15:00

Kuthu Overload

Mass dance numbers, folk-
fusion

High energy • 15–35

15:00–17:00

2K Express

Y2K–2010s: Yuvan, Harris,
Vidyasagar

Nostalgic unwind • 20–40

17:00–19:00 • Prime

Vibe Check

Daily countdown of trending
tracks

Multi-screen peak • 15–35

19:00–21:00 • Prime

Verithanam

Blockbuster hits: Vijay, Ajith,
Rajini

Family prime • all ages

21:00–22:30 • Interactive

Live Chat Beats

TV + YouTube Live + FB Live;
votes on screen

Omnichannel • 15–30

22:30–00:00

Chill Maamey

Lo-fi edits, remixes, acoustic
sessions

Aesthetic unwind • 15–28

00:00–06:00

Night Owl

Non-stop hit playlist

Night streamers • overseas



HOW DHOOOL IS DIFFERENT

One feed, every screen, no banter



Omnichannel broadcast

The same signal on Sun Direct and Jio TV Plus, on YouTube Live and on Facebook Live at once. A spot bought on Dhool runs on the TV in the living room and on the phone in the bus.



Zero-banter audio flow

No anchor speeches. Kinetic graphics, live chat on screen and automated trend charts keep retention high, so every break lands on an audience that stayed.



Cross-generational energy curve

2000s anthems next to this week's viral track. The 17-year-old and the 35-year-old share the channel; Rewind and 2K Express sit between the Gen Z peaks.



Indie meets mainstream

Prime-time real estate for Tamil hip-hop and independent releases (Indie Dhool, weekend mornings) alongside the Think Music and Saregama soundtracks; Live Chat Beats puts viewer votes and comments on air.



THE FIELD

Every other Tamil music channel programmes for passive viewing. Dhool programmes energy, at every age

Channel	Who it targets	Playlist and format	Where it lives	What Dhool does instead
Sun Music	25–50, mass family	Mainstream film tracks, VJ-anchored shows, celebrity banter, call-ins	Linear DTH and cable	Zero-banter flow: continuous video with kinetic graphics and automated trend charts
Isaiaruvi	30–50+, traditional	Mid-era hits, legacy catalogue, traditional blocks	Cable and DTH	Modern energy: neon packaging that blends 2000s anthems with current viral hits
Jaya Max	35–50+, passive	Older film songs, block programming	DTH and cable	Targeted and curated: a forever-young strategy on a weekly-updated mainstream and indie library
Raj Musix	30–50, passive	Repeated older tracks, uncurated loops	Cable and select DTH	Quality and omnichannel: broadcast-grade packaging on DTH, YouTube Live and Facebook Live together
Dhool TV	Always 15 and young at heart: Gen Z, Millennials and everyone who never stopped listening	Weekly-refreshed hits from Think Music and Saregama, indie and hip-hop, energy curve by hour	Sun Direct, Jio TV Plus, YouTube Live, Facebook Live	The only Tamil music channel designed for the dual-screen viewer

Note: Ratings for every channel are suspended nationally since July 2026.



DISTRIBUTION AND CREDENTIALS

On the platform Tamil Nadu watches, the app India carries, and the streams the world opens

CORE PLATFORM • MAXIMUM COVERAGE

Sun Direct

The DTH platform with the widest coverage in Tamil Nadu and the South: about 10 million homes, 80% of them southern, 21% of private DTH. The platform a Tamil Nadu retailer asks about first. Channel 95. Also on GTPL digital cable (58) and Minnal cable (66).

MOBILE AND CONNECTED TV

Jio TV Plus

Channel 2057 on the Jio TV Plus app and Jio set-top boxes across India; Jio has 470 million wireless subscribers nationally and the Tamil Nadu circle alone has 77 million mobile connections.

LIVE STREAMS

YouTube and Facebook Live

The channel feed streamed simultaneously, with live comments on air in Live Chat Beats. Reaches Tamil speakers in Bengaluru, the Gulf, Malaysia, Sri Lanka and beyond.

GOVERNMENT READY

CBC empanelled

Empanelled with the Central Bureau of Communication, Ministry of Information and Broadcasting, for government and public-sector advertising. Uplinked from Planetcast under MIB permission.

ADVERTISING FORMATS

Six ways to be on Dhool TV



Spots

10, 20 and 30-second commercials in six time bands. 20–40 second spots are 72% of music-genre volume.



Aston bands and L-bands

Lower-third and wrap-around overlays during songs. The lowest-cost entry for a local business; no film needed.



Show sponsorship

Title or associate sponsor of a daypart block or the weekly countdown: billboards, logo bug, VJ mentions, bonus spots.



Brand integration

Branded segments: a jeweller's wedding-song hour, a cinema chain's new-release special, a college's campus playlist.



Fixed slots

30-minute off-peak programme slots for education, wellness and retail brands with their own content; monthly contracts.



TV plus digital

Every package above ₹50,000 includes Reels and a YouTube mention on Dhool's channels; reach is reported monthly.



RATE CARD 2026-27

Gross rates, ₹ per 10 seconds

Time band	Shows	₹ / 10 sec
06:00-09:00	Om • Wake-Up Thamizha • Coffee Beats	400
09:00-13:00	Rewind • Non Stop Attagasam	600
13:00-17:00	Kuthu Overload • 2K Express	600
17:00-19:00	Vibe Check (prime countdown)	900
19:00-21:00	Verithanam (family prime)	1,200
21:00-00:00	Live Chat Beats • Chill Maamey	700
00:00-06:00	Night Owl	250

Other formats

Aston band ₹400 per insertion • L-band ₹1,500 per insertion • 30-minute slot ₹12,000 off-peak, ₹25,000 prime • Countdown title sponsorship on request

Terms

Agency commission 15% • RODP (run of day part) packages 25% off card • Festive weeks (Pongal, Tamil New Year, Aadi, Deepavali) +30% • GST 18% extra • Telecast certificate within 7 days of month end

Benchmark: Tamil music channels trade between ₹600 and ₹1,500 per 10 seconds off-peak and up to ₹4,000 in prime (agency listings for Isaiaruvi, Raj Musix and Sun Music, 2026). Dhool offers a higher return on investment. CBC-approved government rate: ₹289 (Tamil, GEC).



PACKAGES

Start small, scale with the season

STARTER

₹15,000

40 Aston band insertions over two weeks across dayparts. Text and logo, no film needed. Built for shops, clinics and classes.

LAUNCH

₹75,000

150 ten-second RODP (run of day part) spots over four weeks plus 20 Aston bands and a 15-second templated ad produced for you.

FESTIVE

₹2,50,000

Two-week Pongal, Aadi or Deepavali burst: 60% prime spots, L-bands in the countdown, Reels and YouTube mentions.

SPONSOR

₹6,00,000

Quarterly title sponsorship of a daypart block or the weekly countdown: billboards, logo bug, VJ mentions, 300 bonus spots, monthly reach report.

Indicative packages at opening rates, GST extra; 50% advance, balance before telecast



WHY DHOOOL

Four promises no network channel makes

48 hrs

From signed order to first telecast, creative in hand. Same-day scheduling for Aston bands.

7 days

Spot-by-spot telecast certificate after month end, in the format CBC and agencies require.

1 desk

One point of contact for planning, creative, scheduling and billing, for Dhool TV and Mantra TV together.

Creative

Quick creative creation facilitated end to end, at cost: Aston band text, a templated 15-second Tamil film or a produced spot through our partner studios.



ENTERING THE SOUTH

A Tamil launch partner for brands coming from the North and West

In 2026 alone, Regal Jewellers entered Tamil Nadu with Vijay Sethupathi and Simran, and Kalyan Jewellers launched a Tamil Nadu-only brand, Akshaya Thanga Maligai, with Sivakarthikeyan. Mondelez made Tamil Nadu a priority market for Oreo; Britannia relaunched Milk Bikis with a Tamil nickname. Each needed Tamil creative and a Tamil media partner.

Dhool offers the test-market package: a four-week Tamil Nadu burst, a Tamil-language 15-second adaptation of the national film, a branded song segment, and a reach report the brand team can take back to headquarters.

Categories we are built for

Category	Natural fit on Dhool
Jewellery and textiles	Wedding-season melodies, prime and festive blocks
Food and beverages	Morning rise and afternoon; 26% of music-genre volume
Education and coaching	Afternoon and late-night youth bands, admissions season
Consumer durables, auto, fintech	Prime Beats, Deepavali and Pongal packs
Real estate and healthcare	Weekend sponsored shows, fixed slots
Film, OTT and music labels	Release specials and countdown integration

LET'S PUT YOU ON AIR



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Sun Direct 95 • Jio TV Plus 2057 • GTPL 58 • Minnal 66 • YouTube Live • Facebook Live • CBC-empanelled.

ADVERTISING SALES

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