



MEDIA-KIT

2024

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ABOUT US

In the beginning of our very humble journey, in the year, 2016 by opening 2 studios in Canada, one studio in Chandigarh, India and one in Ludhiana, Punjab. This channel came to existence after realizing dearth of content which is much engaging and equally relevant for Punjabi NRI audience settled across the globe and our Punjabi and Indian diaspora residing in India too.

Our original motto is to bring communities together by contributing positivity and ray of hope in the everyday life of our audience. Now, we have successfully been able to establish ourselves as a next-door channel for Punjabi understanding community across the world. We receive audience accolades and feedback in abundance on daily basis as a family member and it is an immense help for us to improvise our content and programming style regularly.

Our channel is a readily available channel across Canada among digital pack, Star Canada TV has gained popularity and liking among its audience that we think is our ultimate gain. No subscription is required to watch Star Canada TV, unlike other channels.

We understand the ever changing demands and trends of media ingestion and have accordingly adopted our distribution in accordance to the new-age viewership patterns.

The far-sighted approach has helped us reach into the life of our audience based in more than 150 countries in accordance to the schedule suitable to them at time, place and device of their convenience and choice.

We proudly call ourselves as the lifelines of Nri's and heartbeats of people from other communities make rhythm with us too. With our wings continuously expanding and knowing no limits, we have spread our wings wide with settling up studios in Canada, India. We, in addition to our initial three studios have added one in Calgary, Canada, one in Chandigarh, India and the most recent one in Ludhiana, Punjab.

OUR PROGRAMS

