

New channel is about positivity & vigour



Sunjoy Wadhwa, Anu Ranjan, Jeetendra, Juhi Chawla, NP Singh, Raveena Tandon, Anooj Kapoor, Dheeraj Kumar, Sushil Pandey, Shashi and Sumeet Mittal, Deeya and Tony Singh and Rashmi Sharma

The launch of Hindi GEC Sony Pal, by MSM Pvt Ltd, was a star-studded affair with **Juhi Chawla** being its brand ambassador. The event offered a glimpse of the shows from the channel, which will hit the tube on September 1. One of the highlights of the channel, which stands for positivity, vigour

and contentment, is a talk show hosted by **Raveena Tandon**. Well-known producers are making shows for the channel, including **Shashi and Sumeet Mittal, Deeya and Tony Singh, Rashmi Sharma, Pawan Kumar, Dheeraj Kumar and Sunjoy Wadhwa, Anu Ranjan, Dheeraj Kumar, Naren Kumar and**

Sushil Pandey. Jeetendra, whose daughter Ekta Kapoor is making a show as well, was also present at the event. MSM CEO **NP Singh** and Channel Business Head **Anooj Kapoor** said they were excited to see people's response to the launch.

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