



September 9, 2010

Dear Indian Television Academy,

We would like to express our disappointment against the disqualification of Jay Hind! from the Indian Television Academy Awards 2010 scheduled next month. For the first time, India leads the pack in the Global Entertainment Industry, by launching the "World's First Full Format TV Show Exclusively On the Internet". No other country has been able to successfully launch a full format television show online. Instead of supporting us and being proud of our achievements the Indian Television Academy has betrayed us by first inviting and then excluding us from the Awards. Most of the shows that appear on Television lack the intellectual quality that Jay Hind! has brought to the table.

"Jay Hind!" (www.jayhind.tv), the Late Night Comedy Show on the Internet has been a run away success. We have recently crossed a dual landmark of completing 100 episodes and 50 million hits in just 1 year! Our show has garnered rave reviews not only in India but also in countries as far apart as USA and Uganda. Acknowledgement and support from your esteemed association would've worked as a great platform to showcase our accomplishments to our peers especially since online entertainment is touted to be the future.

We can't help wondering if our exclusion from the awards has anything to do with the fact that the channels are wary of Jay Hind! sweeping all the awards? Otherwise why would you for a month write to us about how to enter the competition, which categories to enter etc and then back out at the last minute. You couriered us the entry forms yourselves and even told us to make 13 Videotapes of our best episodes to nominate Sumeet Raghvan, Divya Dwivedi, Rajeev Nigam, myself and my lead writers Varun Grover & Rahul Patel. But on the last day you suddenly remembered that we are not eligible because we are not on TV? We are not only an online show but a TV

channel too; albeit on the internet. Nowhere in the rules and regulations was it mentioned that the show needs to be televised over satellite. You should know, your sister concern GR8 did a 5 page story on Jay Hind! Just a short while ago.

Also, online content is the future of the entertainment industry as has been aptly demonstrated by the launch of Apple TV. As an industry body, Indian Television Academy should ideally be proud to acknowledge the change that Jay Hind! is pioneering. Indian Television Academy must encompass Tv in every form - it cannot be limited to TV via satellite.

Everyone pays for the decisions they make, and some 'get paid' to make decisions. All we wanted was a chance to prove our mettle against the country's best. But we will take strength from the fact that we will go down in history as the Pioneers who led the way in introducing the First Full Format TV Show on the Internet. And we are sure that the 'idiot box' too will recognize our accomplishments...soon enough.

Abhigyan Jha
Creator & Director, Jay Hind!
Founder, Undercover Productions LLC
www.jayhind.tv