

Sun TV Deal aa No Deal aa

DEAL AA NO DEAL AA One of the Biggest Game Shows in the History of Television, premiers on SUN TV

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One of the Biggest Game Shows in the History of Television, premiers on SUN TV Saturday, 31st October 09 @ 8.30 pm

Deal aa No Deal aa, the biggest game show in South Indian Television history and one of the most successful shows ever, on television globally, premiers on Sun TV, Saturday, 31st October 09. It would be telecast over 26 episodes between 8.30 pm and 9.30 pm on Saturdays and Sundays. Each participating Contestant can win upto Rs.50 Lakhs in cash.

A unique mix of world class sets, a simple format that is easy to understand, edge of the seat entertainment and an engaging host come together to make Deal aa No Deal aa a fabulous television viewing experience. And to make it even more entertaining, there is, for the first time as part of this show, a viewer contest, where viewers can win total prize money of Rs 1 Lakh per episode.

The show is hosted by Rishi, who is making his maiden appearance on TV, after being introduced to audiences in Tamilnadu in Ananda Thandavam, a movie based on Sujatha's love story Pirivom Sandhippom, where he shared screen space with Siddarth and Tamannaah. An elated Rishi says "I am delighted to be part of Sun TV's Deal aa No Deal aa. It feels great to be part of such a big game show and that too, on a channel as big as Sun TV. The idea of the game show, its elements that ensure interaction, drama and thrill and above all, to be part of a show that has the potential to give away Rs 50 Lakhs to many contestants over 26 episodes is very appealing and I look forward to being a part of the biggest game show in the history of South Indian Television"

Mr. Ajay Vidyasagar, Chief Operating Officer, Sun TV Network says "As market leaders over a long period of time, we believe we have shaped Television consumption habits in the South and in many cases, have set the agenda for content on Television. We believe the time is right to launch large non-fiction shows on top of our already very strong fiction based programming content. The launch of Deal aa No Deal aa, one of the largest Television game shows in Television history, is a step in this direction and is also a signal of things to come. There has been nothing bigger than this so far on South Indian Television and we hope to deliver a world class engaging and entertaining TV viewing experience to our Sun TV audience"

Speaking about the association with Sun TV Network, Mr. Deepak Dhar, Managing Director, Endemol India says, "Endemol has been closely monitoring the developments in the various Southern TV markets which are culturally developed and have strong and distinct identities. It is fortunate that we now have a partnership with the market leader Sun Network limited, for our international flagship show Deal or No Deal. Endemol and Sun are working closely to providing the viewers of Sun TV with an experience that is entertaining and enriching"

Deal aa No Deal aa in Tamil is based on the international television game show, Deal or No Deal that has been telecast in over 73 countries and has given away over Rs 500 crores in cumulative prize money, making this Endemol owned format show one of the most successful game shows in Television history.

Deal or No Deal has been telecast in 73 countries including Albania, Argentina, Armenia, Australia, Austria, Belgium, Bosnia & Herzegovina, Brazil, Bulgaria, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Estonia,

Finland, France, Georgia, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Latvia, Lithuania, Malta, Mauritius, Mexico, Monaco, Morocco, Netherlands, New Zealand, Nigeria, Norway, Panama, Peru, Poland, Portugal, Romania, Russia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Turkey, UAE, UK, USA, Vietnam and Zimbabwe

The Game:

Contestants for the game show have been chosen from the responses to the Call for Entry activity that ran on the Channel a few weeks ago. The game involves 26 suitcases, each of which contains an unknown amount between Re 1 and Rs 50 Lakhs. To begin with, the contestant chooses any one of the 26 suitcases, not knowing the value inside that suitcase. And from there on, the contestant's objective is to walk away from the game with the maximum possible amount of money through a process of opening the other 25 boxes and deciding to deal or not to deal with a mysterious banker who offers to buy the contestant's suitcase offering varying amounts of money at different stages throughout the game. The game show offers contestants an opportunity to win upto Rs 50 Lakhs in cash.

Sun Network Ltd is one of the largest television broadcasters in India with 20 satellite channels in the four South Indian languages operating under the bouquet of the group.

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