

Tata Sky launches unique seniors service

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Tata Sky, India's leading content distribution platform has launched a brand-new service, 'Tata Sky Seniors' in association with Dominiche Productions, a unique mix of infotainment and entertainment that is specially curated for senior citizens. Amol Palekar and Zarina Wahab, both veteran actors from the 70's have been roped in as the face of the service. With the objective to engage and empower, Tata Sky Seniors will familiarize senior citizens with the use of technology, encouraging them to cultivate new interests, provide details on health and wellness, and guide them on financial planning and senior citizen rights. Expert guidance for health and wellness of senior citizens, how to videos, inspiring stories of other senior citizens and daily predictions are some of the key segments on this service.

Additionally, there are specially designed segments comprising a chat show, music and movies along with personal stories of known celebrities having led a fulfilling life post retirement.

Speaking on the occasion, Ms. Pallavi Puri, Chief Commercial Officer, Tata Sky said, "In this heavily digitized and fast paced world, the senior members of our families may feel at a loss to cope up. There is a need to provide them information suitable to their life stage in a friendly way. With the launch of Tata Sky Seniors, we wish to address this gap by offering engaging and unique content on Digital Education, Health & Fitness, Financial Planning and Relationship Management. We firmly believe that our senior subscribers will wholeheartedly welcome this service."

Sharing his views, the veteran actor -director, Amol Palekar said, "Tata Sky Seniors' will add flavour, colour & texture to the matured canvas of our lives! जब चाहे देखते रहो, अनगिनत रंग भरते रहो...."

Legendary actress of yesteryears, Zarina Wahab added, "As an actor and individual, I strongly believe that there is no limit to the age for learning. This service is a one-stop destination to the infotainment and entertainment needs of senior citizens. I love the idea that people from our generation will now be able to see the best of content not only on Television, but also on mobile phones."

Adarsh Gupta, Director, Dominiche Productions, said, "The senior citizen category in India is fast growing with very little dedicated content catering to it. Thus, with the aim of being the market leader in scalable genres of the future, we have tied up with leading DTH platform Tata Sky to offer compelling content to enhance the quality of life of the senior citizens."

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