

Press Release



Cover Page, the hot new programme from Peppers is creating a buzz!

Chennai, March 2012: Peppers always has had a penchant for creating something fresh and innovative with every programme. Cover Page is a brand new lifestyle show that brings a fun twist to every event. The peppy show is your guide to everything that's truly happening! Make sure you don't miss out!

Hitch a ride around town with our peppy VJs and watch exciting events unfold! Whether it's the latest dance workout that has youngsters dancing to the tunes or a review of the new restaurant, this is the place to check it all out. If music is your passion, watch out for coverage on the latest musical extravaganzas to hit town. Get high on fashion with a ringside view of fashion shows and parties. Not to forget book reading sessions and other entertaining events. If there's any event that's really big and buzzing, you can be sure to catch it every Sunday 9.30 a.m.

And what's Cover Page, without its celebrities. Get up and close with them stars, sportstars, industrialists, socialites, artists, literary figures – the movers and shakers are here. Airing their views on everything from prose to the prosaic, it's their take that makes it so sizzling and vibrant. Catch Cover Page, a true celebration of all that life has to offer!

Peppers is a Tamil channel that seeks to redefine entertainment. It brings wholesome entertainment that blends together fun, interactivity, entertainment, talent and knowledge in the right proportion. Its fresh upbeat approach with innovative programming is winning the hearts of its viewers.

Chennai Pattinam, Paadal Pirantha Kadhai, Dhinam Dhinam Darisanam and Nizhalum Nijamum are some of its popular programmes that have a large fan following. Peppers takes credit for being India's First Regional TV Channel on Mobile, available at <http://m.pepperstv.com>.

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