

Press Release



'Paadal Pirantha Kadhai' – Entrancing Weekender Show on Relay by Peppers TV

Chennai, Feb. 2012

Peppers TV, a Tamil General Entertainment Channel presents a new programme 'Paadal Pirantha Kadhai' to the thrill of film music aficionados who get to know the interesting instances hidden behind the most cherished songs and lyrics. The programme is being aired every Sunday from 2.30 pm to 3 pm. Repeat telecast is on every Monday at 7 pm, doubling the excitement of the viewers.

The lyrics of Tamil film songs capture human emotions beautifully and are a part of most viewers' lives reflecting their thoughts, joys and sorrows. Paadal Pirantha Kadhai takes viewers backstage and traces the birth of their favorite songs. It contains interviews with lyricists who have penned each song with creativity and imagination.

Inspiring personalities, memorable instances, emotional moments, attractive locations and everything that were cue to writing the golden lyrics will be shared for the viewers treat. Veteran as well as youthful new age lyricists including Mu. Metha, Yugabharathi, Viveka, Madhan kaarki (Vairamuthu's son) and Music director Dhina have so far shared on their exciting experience of penning the timeless sensational hits.

Peppers Entertainment Television 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, Dhinam Dhinam Darisanam, Nizhalum Nijamum are other interesting among many of its popular programmes. Peppers takes credit for being India's First Regional TV Channel on Mobile, available at <http://m.peppertv.com>.

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