



## MEDIA ADVISORY

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### Discover why 'India Means Business' in CNN's special week

***CNN presents all shades of the country's vibrant economy in dedicated week from India Programming airs November 24 - 28***

With the world mired in an ongoing financial crisis, attention is turning more than ever towards India's robust economic growth. CNN International brings its global viewers a week of in-depth live programming, '**India Means Business**', that puts the country's economic fortunes firmly in the spotlight.

Leveraging its three-city strong newsgathering operation in India, combined with CNN's Asia-Pacific newsgathering resources, '**India Means Business**' examines how the world's largest democracy is coming of age as a business powerhouse. CNN goes inside the lives and businesses of India's brightest and most successful entrepreneurs to find out and examine what is driving their success and failures.

'**India Means Business**' is hosted by CNN's 'World Business Today' anchor **Andrew Stevens** live from India's financial capital, Mumbai, while CNN is using its India-based team of correspondents to bring reports from around the country; **Sara Sidner** in Delhi, **Mallika Kapur** in Mumbai and **Liz Neisloss** in Chennai. Reports from international destinations including New York, London and Beijing round up the global focus on India.

Speaking on the launch of the programming week, **Phillip Turner**, CNN's New Delhi bureau chief said, "The title of our week, '**India Means Business**', says it all. We are using our three newsgathering centres in India, live programming from around Mumbai and extensive international resources to reveal what drives this unique and diverse economy. The week is perfectly timed to focus on India's position amidst global economic turmoil as well as spotlight India's unique business culture"

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**'India Means Business'** covers a wide range of topics including India's retail boom; how the highs and lows of the property market impacts the country's economy; the fast-paced media industry, the rise of entrepreneurs and how cricket has become a money spinner. The vagaries of the stock exchange and the impetus on infrastructure will also be discussed and analyzed. The week further takes a close look at Indian government's initiatives to upgrade the country's famously creaky infrastructure and political system to help keep up the pace of growth in an economy second only to China in its dynamism.

CNN's global audience in more than 200 countries and territories will have anytime access to **'India Means Business'** through the dedicated microsite [www.cnn.com/india](http://www.cnn.com/india) that goes live November 14. The site features video of packages and reports, blogs from CNN's **'India Means Business'** reporting team and in-depth stories from Time, CNNMoney and Fortune. The site will also provide exclusive content ranging from 'India's changing trade relationship' to 'India's role as a growing automotive player', by former CNN journalist and specialist on Indian economy, **Geoff Hiscock**.

The CNN online team also look at the recession-proof business of Mumbai's famous 'Dabbawalas' that has gone online for booking lunches and hears from a unique naked business guru who is CEO of a Chennai fashion company.

Making this special week truly interactive, CNN's viewers from around the world will be invited to submit their stories, photographs and videos capturing their impressions on why 'India Means Business' through CNN's innovative i-Report initiative.

Programming details:

**Andrew Stevens** co-presents 'World Business Today' at 1630 and 2230 from Mumbai. He will also be reporting live into shows from 1500 until 0000. A 30-minute weekend special will air on November 29 at 2100, November 30 at 0100, 0900, 1400. (\*all airtimes shown are for Hong Kong, Singapore, Kuala Lumpur, Philippines and Taiwan.)

**'India Means Business'** is co-sponsored by Kirloskar Brothers Ltd, Aditya Birla Group and the Tea Board of India.

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