

A high-angle, wide-view photograph of Earth from space, showing the curvature of the planet and the glowing city lights of the continents. The Discovery logo is centered over the image.

**Discovery**

**#1 FACTUAL  
ENTERTAINMENT  
CHANNEL OF  
INDIA**



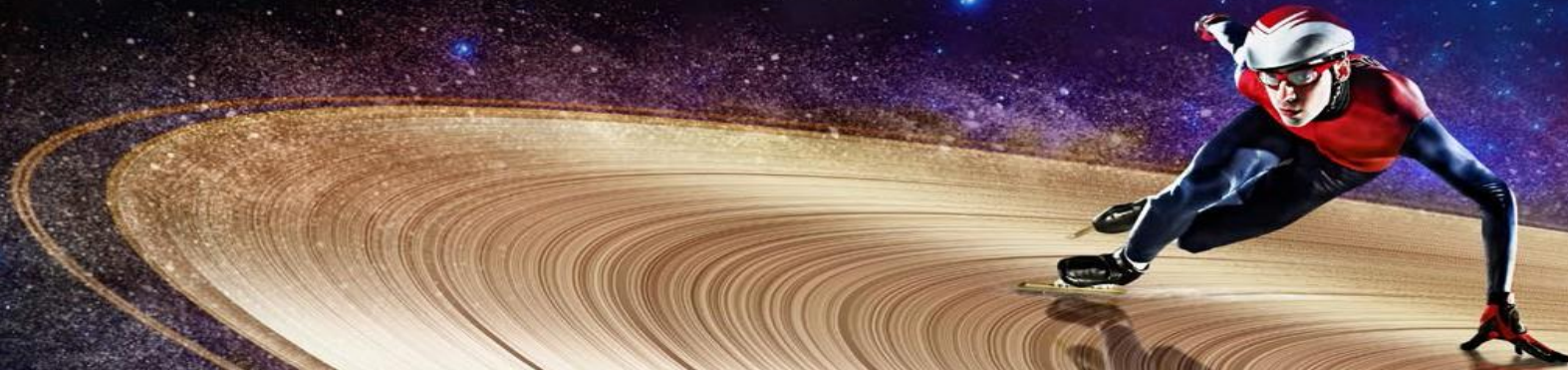
**Discovery**

Serving passionate fans with  
content that **inspires, informs  
and entertains** across genres.



**DISCOVERY**, one of the most established & trusted brands in the media world...

Discovery



...has a life changing impact on millions of viewers in India.

Our viewers continue to fuel our passion to relentlessly push the boundaries of factual entertainment and uncover the finest stories.



# **BRAND POSITIONING**

Discovery endeavours to tell stories that makes you learn more about your world, opens new worlds & become the road that bridges audience curiosity around topics, passion points, people, places etc. to making them more knowledgeable with trustworthy insights.

Discovery represents stories of humans' progress & their survival against all odds.

Discovery aims to create the most relevant and talk worthy content to enable a positive conversation amongst our audience.

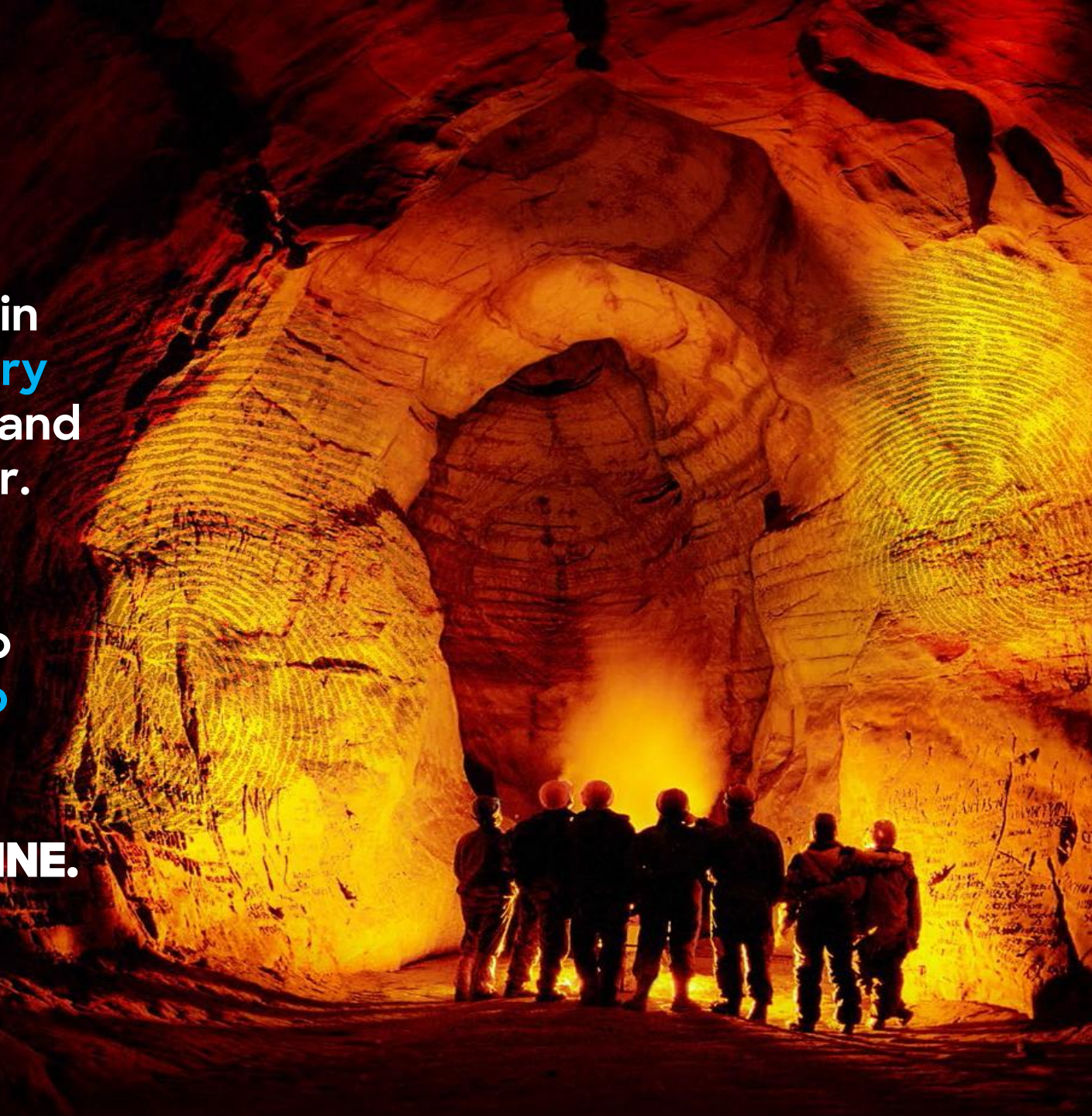


# OUR CHALLENGE

With the plethora of content players in India, we need to **re-imagine Discovery** in a new light with a clutter breaking and innovative platform for the Consumer.

We are the **pioneers in real life entertainment** and hence the need to break the rules and put a **disrupter to the consumer.**

**AS A PIONEER – WE NEED TO REIMAGINE.**





# OUR APPROACH

We **define the category** with our global heavy weight in SURVIVAL with an association that cuts across the mass audience in-sync with our channel strategy to create the

**Bigger, Bolder and Better** move.







“Presenting the biggest TV EVENT of the  
DECADE”



A GLOBAL PREMIERE ACROSS 167+ COUNTRIES



Bringing together two of the **biggest global icons** in a  
“**once-in-a-lifetime show**”.



# Bear Grylls

Naturalist | Survivalist | Thrill seeker

- ✓ Known worldwide as one of the most-recognized faces of survival and outdoor adventure.
- ✓ Tackles extreme challenges and navigates through remote locations around the world, sharing invaluable survival strategies along the way.
- ✓ Conquered Mt. Everest at the age of 23 and made it into the Guinness book of records.







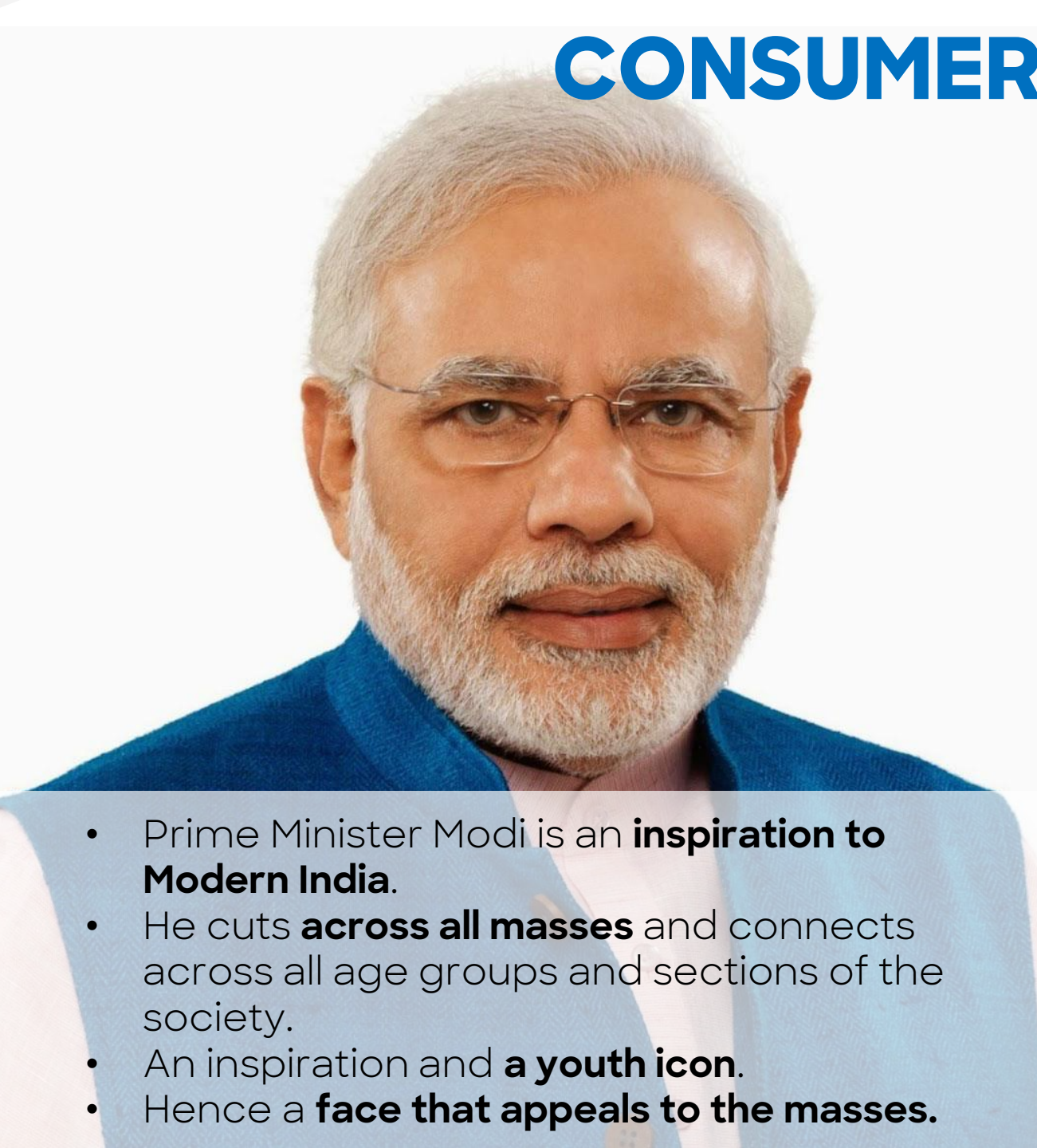
# PM Narendra Modi

Dynamic | Dedicated | Determined

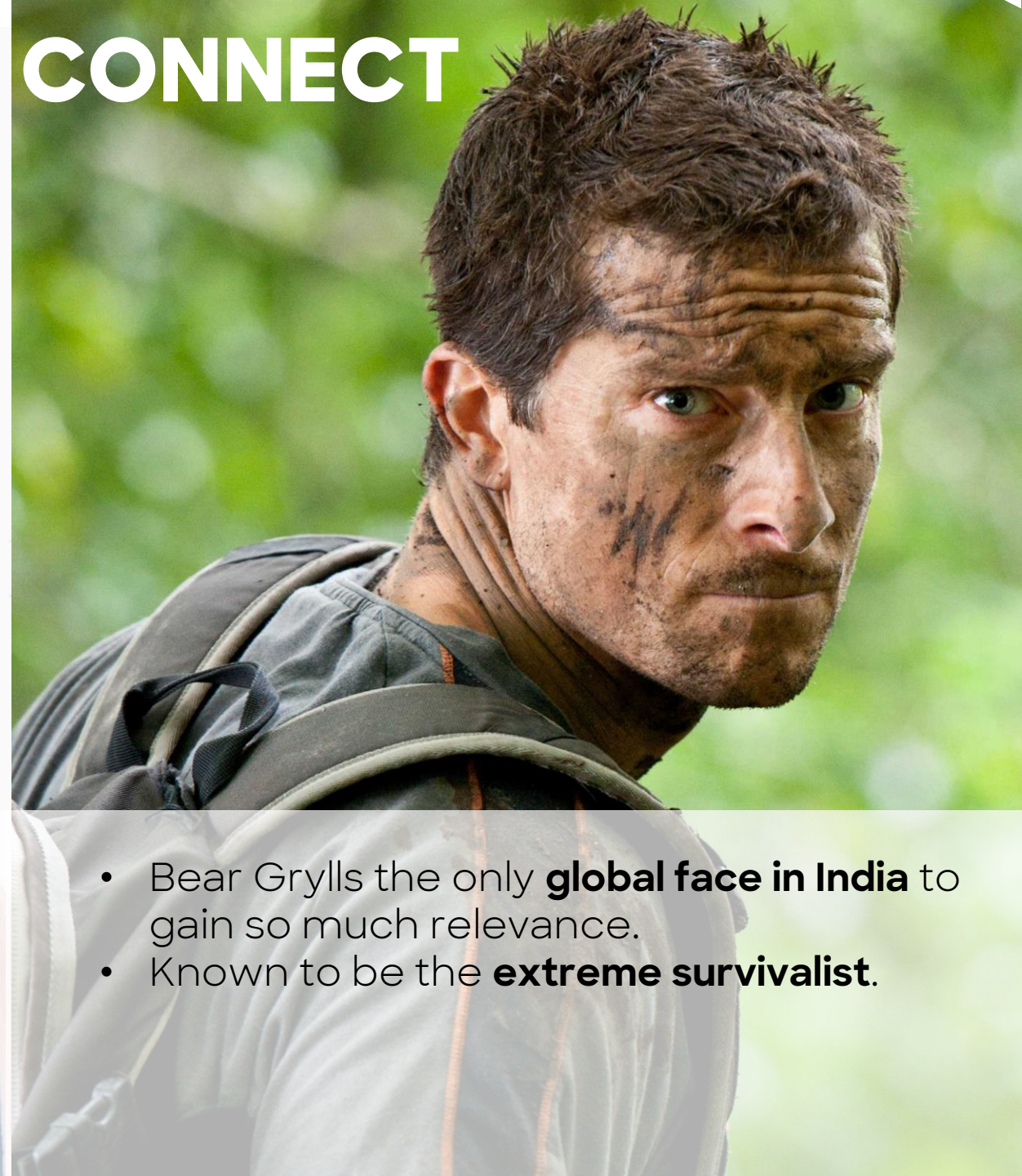
- ✓ An **embodiment of courage, compassion and conviction** on whom the nation has bestowed its mandate, trusting that he will rejuvenate India and make it a bright beacon to the world.
- ✓ Narendra Modi reflects the **aspiration and hope of over a billion Indians**, leading our country in every aspect.
- ✓ Honored with **UN's highest environmental honour 'Champions of The Earth Award'** for his actions that have made transformative, positive impact on the environment.



# CONSUMER CONNECT



- Prime Minister Modi is an **inspiration to Modern India**.
- He cuts **across all masses** and connects across all age groups and sections of the society.
- An inspiration and **a youth icon**.
- Hence a **face that appeals to the masses**.



- Bear Grylls the only **global face in India** to gain so much relevance.
- Known to be the **extreme survivalist**.





Witness this remarkable journey where **Prime Minister of India** will trek through the wilderness of **Indian Jungle** with naturalist, survivalist and all-around thrill seeker **Bear Grylls**.

**MAN vs WILD with Bear Grylls & PM Modi**

**Premiered on 12<sup>th</sup> Aug| Monday  
9pm**



A close-up, high-contrast photograph of a person's face, heavily covered in mud or dirt. The person's eyes are wide open, looking directly at the camera. There are visible wounds and blood on the forehead and cheek. The lighting is dramatic, highlighting the texture of the mud and the intensity of the gaze.

# TASK AT HAND

To make Discovery as the **most talk worthy, buzzworthy & culturally relevant** brand of the season.

To reach out to PAN India audience and establish Discovery as the must have channel for its brand promise which is unmatchedable.



# ROLL OUT STRATEGY

## Announcement

**Period: 29<sup>th</sup> July**

### **DIGITAL:**

- Bear Grylls tweets the arrival of the show.
- PM retweets the announcement.
- Discovery announces show launch on Digital assets.

### **ON AIR:**

- Master Promo + All secondary elements activated

### **PR:**

- Discovery India announces Man vs Wild with PM Modi.

### **TRADE:**

- Announcement mailer released across trade portals to garner eye balls.

## Pre Launch

**30<sup>th</sup> July to 2<sup>nd</sup> Aug**

### **DIGITAL:**

- Reaction videos by Celebrities
- Vox-pop video -Public reaction & message for PM Modi
- Launch of Website where fans can share their message to PM Modi

### **PR:**

- Issued 3 mins excerpts from the show for electronic media
- Press Release Issued with the Print media
- ANI exclusive interview with Bear Grylls
- Exclusive Times of India interviews with bear Grylls
- Select interviews of Bear Grylls

## Launch

**3<sup>rd</sup> to 12<sup>th</sup> Aug**

### **DIGITAL:**

- Discovery India tweets tagging PM Modi & BG
- Bear Grylls and PM Modi retweet the same
- Celebrities tweeting on the day of premiere for impact (Wishlist shared with PMO)
- Exclusive sneak peek video on Youtube

### **PR:**

- Press Release Issued with the Print media

### **PRINT:**

- Front page Print insertion promoting TX in Target markets - Mumbai, Delhi, Rest of Maharashtra, UP, MP, Gujarat, Chennai, Bangalore

### **OOH & TRADE:**

- 10 days OOH plans in Mumbai, Delhi & Bangalore.
- Mailers across trade portals

### **Outside Network TV Plan :**

- Outside Network News Genre TV plan through 3 min video + FCT



# PHASE 1

## Announcement

29<sup>th</sup> July



**Discovery**



# THE ANNOUNCEMENT THAT GOT THE WORLD BUZZING



People across 180 countries will get to see the unknown side of PM @narendramodi as he ventures into Indian wilderness to create awareness about animal conservation & environmental change. Catch Man Vs Wild with PM Modi @DiscoveryIN on August 12 @ 9 pm. #PMModionDiscovery



11:08 AM · Jul 29, 2019 · Twitter Web App

44.9K Retweets 127.4K Likes



India- where you find lush green forests, diverse wildlife, beautiful mountains and mighty rivers.

Watching this programme will make you want to visit different parts of India and add to discourse of environmental conservation.

Thanks @BearGrylls for coming here! @DiscoveryIN



People across 180 countries will get to see the unknown side of PM @narendramodi as he ventures into Indian wilderness to create awareness about animal conservation & environmental change. Catch Man Vs Wild with PM Modi @DiscoveryIN on August 12 @ 9 pm. #PMModionDiscovery



2:11 PM · Jul 29, 2019 · Twitter Web App

19.4K Retweets 85.3K Likes



Proud to announce on #InternationalTigerDay that PM @NarendraModi & renowned adventurer @BearGrylls will feature in 'Man Vs Wild' to create awareness about animal conservation. India premiere @DiscoveryIN on Aug 12 at 9 PM. Global premiere across 180 countries #PMModionDiscovery



12:20 PM · Jul 29, 2019 · Twitter Web App

View Tweet activity

1.5K Retweets 5.6K Likes



# WE MADE THE INTERNET GO WILD

UNPRECEDENTED DIGITAL IMPACT ON DAY 1

**728MN**  
REACH

**1.2BN**  
IMPRESSIONS

**MAN**  
vs.  
**WILD**

WITH BEAR GRYLLS AND  
PRIME MINISTER MODI

SOURCE: MELTWATER PVT. LTD.





**THE MOST VIEWED PROMO**



# 100+ ENGLISH AND REGIONAL ELECTRONIC CHANNELS TAKING US VIRAL





# India discovers the 'wild' side of PM Modi

TIMES NEWS NETWORK

New Delhi: Prime Minister Narendra Modi will feature in Discovery's special episode of popular "Man Vs Wild" that will premiere on August 12 and will be showcased in more than 180 countries across the world, highlighting "issues related to environmental change."

The episode, featuring adventurer Bear Grylls and shot in the Jim Corbett National Park in February, will also throw light on wildlife conservation.

"For years, I have lived among nature, in the mountains and the forests. These years have a lasting impact on my life. So when I was asked



**ONE WITH THE WILDERNESS:** Prime Minister Narendra Modi and popular host and adventurer Bear Grylls during TV show 'Man vs Wild' at Jim Corbett National Park, Uttarakhand. The episode will premiere on August 12 on Discovery Channel

about a special programme focussing on life beyond politics and that too in the midst of nature I was both intrigued and inclined to take part in it," the Prime Minister Modi said in a

statement.

"For me, this show presents a great opportunity to showcase to the world India's rich environmental heritage and stress on the importance of environment conservation and living in harmony with nature. It was a great experience spending time in the jungle once again, this time with Bear, who is blessed with indefatigable energy and quest to experience nature at its purest," he added.

Bear Grylls, in a statement, said it was a privilege to take the PM "on an adventure into the Indian wilderness." He said, "I feel truly honoured to get to spend time with this remarkable world leader. The wild reminds us that we need

each other and that together we are stronger. I am so excited to spend time with the PM and to get to know the man who leads this great nation".

Sharing teaser of the episode on Twitter on Monday, Bear said it will be an opportunity for people across the globe to see the unknown side of the Indian Prime Minister.

In his response to Bear, Modi said the episode will contribute to the discourse of environmental conservation. "India — where you find lush green forests, diverse wildlife, beautiful mountains and mighty rivers. Watching this programme will make you want to visit different parts of India and add to discourse of environmental conservation," Modi tweeted.

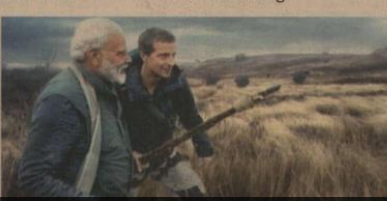
BACK PAGE P20

## MODI FEATURES IN DISCOVERY'S MAN vs WILD ON AUGUST 12



## Modi, into the wild

PM to appear on Man Vs Wild on August 12 to highlight 'issues related to environmental change'



Stephens from a special episode of Discovery's Man vs Wild in which PM Narendra Modi has teamed up with TV personality Bear Grylls to 'Man vs Wild'.

# Garnering unprecedented attention across media in India and worldwide

LATEST ADVENTURE

## On Discovery's Man vs Wild, Modi puts his survival skills to the test

HT Correspondent  
letters@hindustantimes.com

NEW DELHI: For former US president Obama it was about surviving in the Alaskan wilderness by drinking tea from catkins, melting glacier ice for water, and nibbling on a half-eaten salmon discarded by a bear.

For Prime Minister Modi it will be about surviving in the untamed wilderness of the Corbett National Park in Uttarakhand, although we will have to wait till August 12 to find out how he does so.



PM Narendra Modi and TV host Bear Grylls filming

## Narendra Modi enters the wild with Bear Grylls

Modi to feature in Discovery programme shot in India

PRESS TRUST OF INDIA  
MUMBAI

Prime Minister Narendra Modi will feature in a special episode of Discovery's "Man vs Wild" which will highlight "issues related to environmental change".

The episode will premiere on August 12 and will be showcased across the world on the Discovery network of channels.

"For years, I have lived among nature, in the mountains and the forests. These

spending time in the jungle once again, this time with Bear, who is blessed with indefatigable energy and quest to experience nature at its purest," he added.

Mr. Grylls said it was a privilege to take the PM "on an adventure into the Indian wilderness."



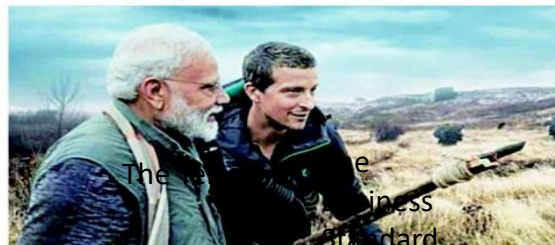
रोमांचकारी

डिस्कवरी

जंगल खुरे, नई दिल्ली: जंगल की बीच घाटी में मोदी और बियर ग्रिल्स ने एक बयान में कहा कि 45 सेकंड के इस टीजर में मोदी और ग्रिल्स जंगल में घूमते और रबर की नौका में बैठे नजर आ रहे हैं। टीजर के अंत में ही इसके 12 अगस्त (सोमवार) रात नौ बजे प्रसारित किए

## मैन वर्सज वाइल्ड में दिखेंगे मोदी

कोरो : दिवद



प्रधानमंत्री बरेंद्र मोदी डिस्कवरी चैनल के चर्चित कार्यक्रम 'मैन वर्सज वाइल्ड' में नजर आएंगे। इसकी शुरुआत फरवरी में उत्तराखंड के जिम कॉर्बेट पार्क में हुई थी। बियर ग्रिल्स ने इस खास कार्यक्रम का 45 सेकंड का प्रमो वीडियो पर जारी किया है। डिस्कवरी पर इसका प्रसारण 12 अगस्त को होगा।

(संबंधित खबर पृष्ठ 24)



A promotional picture shows Prime Minister Modi with adventurer and host Grylls. Picture credit: Discovery Channel

## Corbett shoot but no date

PHEROZE L VINCENT

New Delhi: If the tiger got its

shared the promo on Twitter. A media release by Discovery added: "This special

covery Channel had not responded to this newspaper till Monday night.

# ‘मैन वर्सेस वाइल्ड’ में बियर ग्रिल्स के साथ दिखेंगे मोदी

पंजाब केसरी/नई दिल्ली

मुम्बई, (भाषा) : प्रधानमंत्री नरेन्द्र मोदी अब जल्द ही 'डिस्कवरी' के मशहूर शो 'मैन वर्सेस वाइल्ड' में नजर आएंगे। यह खास एपिसोड 12 अगस्त को प्रसारित किया जाएगा। यह 180 से अधिक देशों में 'डिस्कवरी नेटवर्क' के चैनलों पर दिखाया जाएगा। यह खास एपिसोड पर्यावरण परिवर्तन संबंधित मुद्दों पर आधारित होगा। 'डिस्कवरी' चैनल की ओर से जारी किए गए एक बयान में कहा गया कि इस खास एपिसोड



में प्रधानमंत्री नरेन्द्र मोदी और बियर ग्रिल्स के बीच एक रोमांचकारी दृश्य दिखाया जाएगा। यह खास एपिसोड 12 अगस्त को प्रसारित किया जाएगा। यह 180 से अधिक देशों में 'डिस्कवरी नेटवर्क' के चैनलों पर दिखाया जाएगा। यह खास एपिसोड पर्यावरण परिवर्तन संबंधित मुद्दों पर आधारित होगा। 'डिस्कवरी' चैनल की ओर से जारी किए गए एक बयान में कहा गया कि इस खास एपिसोड

जाने की जानकारी हो गई है। प्रधानमंत्री ने एक बयान में कहा कि कई वर्षों तक प्रकृति के बीच, जंगलों और जंगलों में रहा हूँ। उन दिनों का मेरे जीवन पर गहरा प्रभाव है। इसलिए जब मुझसे राजनीति से परे जीवन पर आधारित इस खास एपिसोड में हिस्सा लेने के लिए पूछा गया और वह भी प्रकृति के बीच में तो मैं इसमें भाग लेने को बहुत इच्छुक था। उन्होंने कहा कि मेरे लिए, यह शो दुनिया को भारत की समृद्ध पर्यावरण विरासत को दिखाने और पर्यावरण संरक्षण एवं प्रकृति के साथ तालमेल बिठाने के महत्व पर गौर करने का मौका है।

Dainik Jagran

कोरे डिस्कवरी नेटवर्क के चैनलों पर दिखाया जाएगा। यह खास एपिसोड 12 अगस्त को प्रसारित किया जाएगा। यह 180 से अधिक देशों में 'डिस्कवरी नेटवर्क' के चैनलों पर दिखाया जाएगा। यह खास एपिसोड पर्यावरण परिवर्तन संबंधित मुद्दों पर आधारित होगा। 'डिस्कवरी' चैनल की ओर से जारी किए गए एक बयान में कहा गया कि इस खास एपिसोड

हैं और आपको या कदा संश कर्तव्य है।' इस छोटे प्रोग्राम में ही दिखाता कि काबूट का सफर बहुत रोमांचक होगा। विश्व के टूटोटे पर प्रतिस्पर्धा जाहने हुए पौरुष ने कहा, 'कौन तक मैं पहुंचे, जंगल में अद्वितीय के बीच था

## १२ ऑगस्ट रोजी 'मैन वर्सेस वाइल्ड' मध्ये : ठरणार जगातील पदावरील पहिले नेते साहसी जंगल सफारी करणाऱ्या मोदींचे वेगळे रूप

लोकात न्यूज नेटवर्क

नवी दिल्ली : साहसी जंगल सफारी करणाऱ्या पंतप्रधान नरेंद्र मोदींचे वेगळे रूप येव्हा १२ ऑगस्ट रोजी जगाभरातील लोकांना घरात बसून टीव्हीवर पाहता येईल. पदावर असताना अशी साहसी सफारी केलेले मोदी हे भारताचे पहिले पंतप्रधानच नव्हे, तर जगातील पहिले नेते आहेत.

जंगलात या अन्य घोषणाच्या ठिकाणी अडकल्यात साहसीसलामत कसे बाहेर पडाय, याचे प्रायोगिकसाह ४६ देशांर विशेष कार्यक्रम 'डिस्कवरी' चालीने मोदींना सोबत घेऊन 'मैन वर्सेस वाइल्ड' या जाणवण प्रॉमोव्हिडिओ प्रसिद्ध केला



आहे. त्याचे प्रक्षेपण १८० देशांमध्ये एकाच वेळी होईल. भारतात 'डिस्कवरी'च्या सर्व १२ चॅनेल आणि १२ ऑगस्ट रोजी रात्री ९ वाजता हा कार्यक्रम पाहता येईल. इंग्रजीसह पाच भारतीय भाषांमध्येही हा कार्यक्रम असेल.

या कार्यक्रमाचे सूत्रधार, च्यननीय संघर्ष व पर्यावरण होणारे बदल हे विषय लोकांसमोर मांडण्यासाठी मोदींसारख्या लोकप्रिय नेत्याला सोबत घेऊन हा कार्यक्रम तयार करण्यात आला आहे. या कार्यक्रमाचे चित्रीकरण (पान ७ वर)



# TWEETS FROM NEWS CHANNELS & POLITICAL ENGINES GOING VIRAL

**BJP** @BJP4India · Aug 12  
Rivers, rains, mountains, tigers, elephants and amazing adventures of Incredible India...

Watch the most exciting episode of [#ManVsWild](#) as PM Shri [@narendramodi](#) and [@BearGrylls](#) embark on a journey into India's wildwoods only on [@DiscoveryIN](#) at 9 pm, tonight.



35.1K views 0:07 / 0:54

200 1.7K 8.4K

**Business Insider India** @BIIndia · Aug 12  
[#ManVsWild](#) | Prime Minister [@narendramodi](#) debuts on 'Man Vs Wild' with [@BearGrylls](#).

[#NarendraModi](#) [#BearGrylls](#)



**Times of India** @timesofindia · Aug 12  
PM [@narendramodi](#) with Bear Grylls in '[#ManVsWild](#)' tonight  
[toi.in/j71Y0Y/a24gk](#)



17 34 373

**India TV** @indiatvnews · Aug 12  
[#ManVsWild](#) with [@BearGrylls](#) and Prime Minister [#Modi](#) LIVE updates:  
[bit.ly/2ORmRQW](#)



Narendra Modi and Bear Grylls

4 24 105

**All India Radio News** @airnewsalerts · Aug 12  
Prime Minister [@narendramodi](#) will feature in a special episode of the iconic survival television series '[#ManVsWild](#)' on Discovery channel tonight.

[@BearGrylls](#)



6 59 444



# PHASE 2: Pre-launch

30<sup>th</sup> July to 2<sup>nd</sup> August



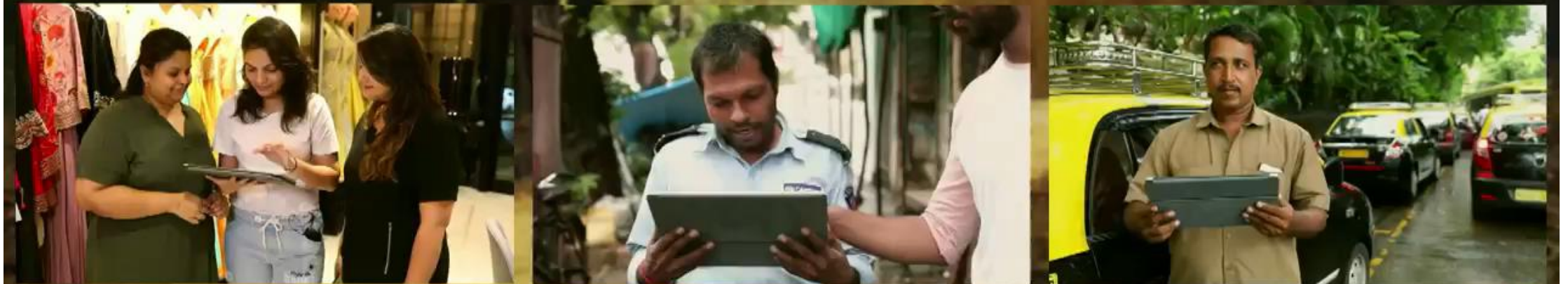
**Discovery**



# VOXPOP GARNERS OVER 1.5 MN VIDEO VIEWS



CITIZENS OF INDIA REACT TO  
MAN VS WILD TRAILER FEATURING  
BEAR GRYLLS & PRIME MINISTER MODI





# CREATING A PLATFORM TO ENGAGE WITH THE FANS



204.6K Website Visits  
435 K+ Page Views  
1080 Messages to PM Modi

## FEW FANS WISHES TO THE PM

It is extremely gratifying to see your unprecedented efforts in tiger conservation pay off. Kudos !

Name - Malina Ghosh

Email Id - [malinaghosh11@yahoo.in](mailto:malinaghosh11@yahoo.in)

So damn happy to see both the icon together on TV. Hope people will know the importance of wildlife.

Name - Rudraksh Sharma

Email id - [rudraksh.20sharma@gmail.com](mailto:rudraksh.20sharma@gmail.com)

Lots of adventures, lots of thrills. I hope you enjoyed your most precious time with nature.

Name - Shakti Srivastava

Email Id - [prototypesrivastava@gmail.com](mailto:prototypesrivastava@gmail.com)



# THE CAMPAIGN THAT GOT BOLLYWOOD REACTIONS



Total Views: **775 K+**  
Total Reach: **300 K+**



Total Impressions: **18.2 Mn**  
Total Engagement: **18.2 K+**







[WORLD](#) | [ASIA](#) | [INDIA](#)

# In TV Show, India's Narendra Modi Takes a Walk on the Wild Side

Indian prime minister will appear alongside British adventurer Bear Grylls on episode of 'Man vs. Wild'

By [Corinne Abrams](#) and [Rajesh Roy](#)

July 29, 2019 9:28 am ET

MUMBAI—India's Prime Minister Narendra Modi, who was re-elected in a landslide victory this spring, has been getting survival tips from one of the world's most famous survivalists, Bear Grylls.

Mr. Modi is set to appear alongside the British adventurer in India's wilderness on an episode of the Discovery Channel's "Man vs. Wild," a trailer shows.

The...

TO READ THE FULL STORY

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## NEWS

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## Man vs Wild: India reacts to Modi's Bear Grylls debut

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**R. Republic** @republic  
Man Vs Wild: PM Modi enjoys 'first vacation in 18 years' as he braves the wilderness with Bear Grylls in Discovery's special



## Interviews with Bear carried across all wired networks





# EXCLUSIVE SNEAK PEEK VIDEO GARNERED OVER 24 MN VIEWS ON YT





A person wearing a red jacket, dark pants, and sunglasses is climbing a light-colored, textured rock face. The person is positioned in the center of the frame, with their body angled towards the right. A large, dark, vertical shadow is cast on the rock to the left of the climber. The word "Discovery" is overlaid in a large, white, sans-serif font across the middle of the image.

Discovery



# PHASE 3: Launch

3<sup>rd</sup> August To 12<sup>th</sup> August



**Discovery**



# THE MOST AWAITED PREMIERE DAY

← Tweet



Bear Grylls  
@BearGrylls

Thank you for the huge response from so many of you after my journey with PM @narendramodi for Man Vs Wild on @discoverychannelin - I couldn't be more proud to have had such a great adventure in your beautiful country India. Together let's do all we can ... [ift.tt/2ZWNyEW](https://ift.tt/2ZWNyEW)



12:58 PM · Aug 12, 2019 · [IFTTT](#)

6.2K Retweets 41.1K Likes



Narendra Modi  
@narendramodi

What better than the lush green jungles of India, in the midst of Mother Nature to throw light on environmental conservation and climate change..Do join at 9 PM tonight!



Bear Grylls  
@BearGrylls · Aug 12

Tonight watch my journey with PM @narendramodi for Man Vs Wild on @DiscoveryIN - Together let's do all we can to protect the planet, promote peace & encourage a Never Give Up spirit. Enjoy the show! #PMMODIONDISCOVERY



1:46 PM · Aug 12, 2019 · [Twitter Web App](#)

18.1K Retweets 110.9K Likes



Discovery Channel IN  
@DiscoveryIN · Aug 12

Join us today as Bear Grylls and Prime Minister Narendra Modi begin an unmissable adventure. Watch #ManVsWild with Bear Grylls and Prime Minister Modi tonight at 9 PM, exclusively on the Discovery Network. [#PMMotionDiscovery](#)



75 394 1.7K



# TALKING TO MASSES THROUGH HIGH IMPACT PRINT

## Targeting Top publications with highest readership across market


 THE TIMES OF INDIA  
 PRICE: ₹ 15 (ALONG WITH NEWSPAPER MORNING OR THE ECONOMIC TIMES OR MARATHA SATABHA)

Discovery

TONIGHT AT 9PM

AN UNMISSABLE ADVENTURE,  
IN THE LAP OF NATURE.

HAVELLS IndianOil  
CO-PRESENTS

**MAN vs. WILD**

CO-POWERED BY  
fogg life's better PharmEasy BYJU'S

GLOBAL PREMIERE

COMING SOON ON NETFLIX

WITH BEAR GRYLLS AND PRIME MINISTER MODI

[illegible][illegible]

निसर्गाच्या कुशीत,  
एक अविस्मरणीय साहस.

**Discovery**  
आज रात्री 9 वाजता

**MAN vs WILD**

BEAR GRYLLS  
मोहनजी

हवेल्ले IndianOil  
सहकार

BEAR GRYLLS  
मोहनजी

बेअर ग्रील्स आणि  
पतप्रयाग मोहोजीव्यारुह

ग्लोबल प्रीमियर

सहकार  
वॉल ऑफ  
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**hindustantimes**

MONDAY, AUGUST 8, 2016

Discovery

TONIGHT AT 9PM

AN UNMISSABLE ADVENTURE,  
IN THE LAP OF NATURE.

BEAR GRYLLS

HAVELLS IndianOil CO-PRESENTS

**MAN vs. WILD**

CO-POWERED BY

LA FOGG policybazaar Phireezy BYJU'S

WITH BEAR GRYLLS AND PRIME MINISTER MODI

GLOBAL PREMIERE

COMING SOON ON **NETFLIX**

CO-PRESENTED BY CO-POWERED BY ASSOCIATE SPONSORS



# HIGH IMPACT REMINDER FORMATS ACROSS TRADE METROS

A 10 day OOH plan in Mumbai, Delhi & Bangalore targeting eyeballs to create impact for trade.

A Mix of large format Billboards, Gantry's, Unipole's and Mall facades.





# PUSH INITIATIVES ACROSS OTT PLATFORMS

**WATCH LIVE**

**BEAR GRYLLS WITH  
PRIME MINISTER MODI**



**MAN vs WILD**

Discovery  
**12<sup>TH</sup> AUGUST,  
MONDAY 9.00 PM**

Watch this dynamic duo on an epic adventure of a lifetime on Man Vs Wild with Bear Grylls and Prime Minister Narendra Modi, to create awareness about animal conservation.

**STREAMING IN 5 DIFFERENT LANGUAGES**  
HINDI | ENGLISH | TAMIL | TELUGU | BENGALI

**Watch PM Modi with Bear Grylls**  
Download Vodafone Play to catch the action live



**Discovery**  
12 AUG, MON 9PM

**MAN vs WILD**

**PLAY**  
Vodafone Play

**Discovery**  
12 AUG, MON 9PM

CHANNEL NO  
**#381**



**MAN vs WILD**  
WITH BEAR GRYLLS AND  
PRIME MINISTER MODI



**Discovery**  
12 AUG, MON 9PM


**MAN vs WILD**  
WITH BEAR GRYLLS AND  
PRIME MINISTER MODI

13:57 Mon 12 August

Calls SIM 2 Text messages SIM 2 Mobile data SIM 2

SmartThings Galaxy Watch (DDAF)

Idea Movies and TV 12:18  
**PM Modi in Man Vs Wild!**  
Experience the epic adventure of lifetime!



Discovery  
**MAN vs WILD**  
WITH BEAR GRYLLS & PRIME MINISTER MODI  
COMING SOON

Grofers 11:11  
दाल पे धमाल  
1kg Tata Sampann Arhar Dal @ Rs.-149 110 only.

Myntra 10% Instant Saving on Citibank Car... 10:14  
Prices crashed by 50%

Notification settings Clear


Jio 4G | Idea

11:34 Mon 12 August

Calls SIM 2 Text messages SIM 2 Mobile data SIM 2

SmartThings Galaxy Watch (DDAF)

Vodafone Play  
**An Epic Adventure of a Lifetime**  
Streaming Today: PM Modi on Man Vs Wild



Discovery  
**MAN vs WILD**  
WITH BEAR GRYLLS & PRIME MINISTER MODI  
HINDI

Flipkart Smell good, feel fresh 10:44  
**Deodorants under ₹199**  
Park Avenue, Fogg, Wild Stone, Nivea Men & mor..

Flipkart 09:03  
**Win JVC HD Ready LED Smart TV (32 Inch..**

Notification settings Clear

Jio 4G | Idea



# CELEBRITES ENGAGING MASSES FURTHER



**Amit Shah** @AmitShah · Aug 12

Today on [#ManVsWild](#) with [@BearGrylls](#) and PM [@narendramodi](#), the world got to see a completely unexplored aspect of India.

It was a proud moment to see PM Modi share our civilisational values on environment conservation, coexistence & protecting our rich wild life with the world.

1.1K 5.7K 44K



**Smriti Z Irani** @smritiirani · Aug 12

Watch [#ManVsWild](#) tonight at 9:00 PM on [@DiscoveryIN](#) to witness India's wilderness with PM [@narendramodi](#) ji & [@BearGrylls](#) as they embark on an adventure of a lifetime.  
[#PMModionDiscovery](#)



192 1.4K 9.4K



**Thawarchand Gehlot** @TCGEHLOT · Aug 12

Dear friends, don't miss to watch the most exclusive and the most exciting way to feel and understand nature with Hon. PM Sh. [@narendramodi](#) Ji in [#ManVsWild](#) on [@DiscoveryIN](#) tonight at 9 pm. [#PMModionDiscovery](#)



From Jagat Prakash Nadda

7 62 267



**Anil Kapoor** @AnilKapoor · Aug 12

Replying to [@narendramodi](#)

Great setting, great men, greatest mission of all! Can't wait to watch this!  
[@BearGrylls](#) [@narendramodi](#) [#ManVsWild](#)

68 212 4.4K



**Rajyavardhan Rathore** @Ra\_THORe · Aug 12

This is not Man Vs Wild ❌  
This is 'Man for the Wild' ✅

Watch PM of India [@narendramodi](#) ji project India's wild life to the world  
[#PMModionDiscovery](#) [#ManVsWild](#) at 9pm tonight

35 344 3K



# PRESS

## Modi walks in the wild with Grylls

Walking through the wild and taking a ride on a cold river in a makeshift boat were some of the things that Prime Minister Narendra Modi put up with as he teamed up with survivalist Bear Grylls to promote causes close to his heart — conservation and cleanliness.

In Discovery's, *Man vs Wild* with Bear Grylls, the PM was a "great sport". Grylls has had celebrity guests before on his show, including former US President Barack Obama.

Modi said he never had a good answer about "nervousness" because it was not a part of his experience. "My problem is that I have never

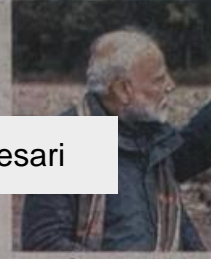


PHOTO: BEAR GRYLLS' TWITTER HANDLE

Business Standard

## Man vs Wild में पीएम मोदी ने बताया इंडियन रेलवे उनके लिए क्यों है बेहद र

नई दिल्ली, (पंजाब केसरी) : डिस्कवरी चैनल के कार्यक्रम 'मैन वर्सेस वाइल्ड' के सीरीज की ताजा कड़ी में प्रधानमंत्री नरेन्द्र मोदी ने बतौर खास मेहमान शिरकत की। इस शो में पीएम मोदी ने शो के होस्ट बेयर ग्रायल्स के साथ मिलकर नदी के ठंडे पानी में राफ्ट बोट पर सवारी की और इस एडवेंचर के माध्यम से संरक्षण तथा स्वच्छता जैसे मुद्दों को आगे बढ़ाया। डिस्कवरी चैनल के 'मैन वर्सेस वाइल्ड' विद बियर ग्रिल्स एंड प्राइम मिनिस्टर मोदी! मैं दोनों ने



Punjab Kesari

साबुन की जगह करते थे ओस की बूंद का इस्तेमाल... प्रधानमंत्री मोदी ने इस दौरान साबुन की जगह ओस की बूंद का इस्तेमाल करने का भी जिक्र किया। उन्होंने

## मोदी ने प्रकृति संरक्षण के बारे में की बात

मेरे पद का नशा कभी मेरे सिर पर नहीं चढ़ता, पूरा ध्यान विकास पर

प्रधानमंत्री मोदी बेहद ऊर्जावान और उत्साही हैं। शो के मेजबान और मेहमान के बीच बातचीत के दौरान मोदी ने कहा कि लोगों के अपने-अपने

"मेरे पद का नशा कभी मेरे सिर पर नहीं चढ़ता।" ग्रिल्स के शो में इससे पहले भी सेलिब्रिटी अतिथि आ चुके हैं। इससे पहले ग्रिल्स अमेरिका के राष्ट्रपति बराक ओबामा के साथ भी शो कर चुके हैं। शो के दौरान मेजबान ने प्रधानमंत्री मोदी से उनके बचपन, बतौर प्रधानमंत्री उनके सपने, जीवन में किसी चीज या बात से उन्हें कभी

## बेयर ग्रिल्स से बोले मोदी-जंगल से डरे नहीं, उसकी हिफाजत करें

नई दिल्ली | एजेंसी : प्रधानमंत्री नरेन्द्र मोदी ने डिस्कवरी चैनल के प्रसिद्ध शो 'मैन वर्सेस वाइल्ड' में प्रकृति की अद्वितीयता को समझाया। उन्होंने कहा कि प्रकृति की रक्षा करने से वह ईमान की हिफाजत करती है। जंगलारूढ़ करने पर वह स्वतंत्रता का संकेत होता है। उन्होंने कहा कि हमें जंगल से डरना नहीं चाहिए बल्कि उसका संरक्षण करना चाहिए। कार्यक्रम का प्रसारण सोमवार रात 8 बजे हुआ।



### प्रकृति के साथ जुड़ाव मुझे संस्कार में मिले

ग्रिल्स ने पूछा कि अगर प्रकृति से जुड़ाव का कारण इस पर मोदी ने कहा कि प्रकृति से कभी डर नहीं होता है। उन्होंने कहा कि प्रकृति की रक्षा करने से वह ईमान की हिफाजत करती है। जंगलारूढ़ करने पर वह स्वतंत्रता का संकेत होता है। उन्होंने कहा कि हमें जंगल से डरना नहीं चाहिए बल्कि उसका संरक्षण करना चाहिए। कार्यक्रम का प्रसारण सोमवार रात 8 बजे हुआ।

### ओस की बूंदों का उपयोग किया

मोदी ने बताया कि मैं एक बहुत गंभीर व्यक्ति हूँ। मैंने अपने जीवन में बहुत सारी चीजें देखी हैं। मैंने देखा है कि प्रकृति की रक्षा करने से वह ईमान की हिफाजत करती है। जंगलारूढ़ करने पर वह स्वतंत्रता का संकेत होता है। उन्होंने कहा कि हमें जंगल से डरना नहीं चाहिए बल्कि उसका संरक्षण करना चाहिए। कार्यक्रम का प्रसारण सोमवार रात 8 बजे हुआ।

Hindustan

## BEHIND THE SCENES What went into PM's wild adventure

houshury  
r Uttam  
dantimes.com

:Proceeds from the 'wild show with Bear Grylls and Prime Minister Narendra Modi, shot in Corbett National Park, and aired on Discovery, will be donated for a cause, according to the Prime Minister and the broad-

ling to officials, the s looking at support- for conservation in

PROCEEDS FROM THE SHOW WILL GO TO A NATIONAL CAUSE, POSSIBLY FOR TIGER CONSERVATION OR THE CLEAN GANGA PROJECT

towards conservation. We are figuring out with the PMO if it will go to tiger conservation, the PM Relief Fund, or for Namami Gange," said a Discovery spokesperson.

The Jim Corbett National

the show was shot, has at least 250 tigers according to forest officials who based their estimate on the latest national tiger count according to which the number of big cats in the state increased to 442 in 2018 from 340 in 2010. Overall, India has 2,987 tigers according to the latest count, up from 2,226 in 2014.

The show was aired across 165 countries.

The officials cited in the first instance also revealed some of the behind-the-scenes moves during the filming of the show

he biggest challenges, was to decide on what wild and could get the

sident Obama's show, looking for food and land ate salmon which half-eaten. We told the that PM Modi was veg- that they would have native and think of dif- of challenges," said 1, who was also present during the shoot.

me and weather, it was

ally r ame- laller

using hot water and a (curry leaf). And they : a makeshift raft to iver. "Getting the PM ephant dung was also the producers thought

of," the officer added. Even during the crossing, the officer said, the risk was minimal, because there were Special Protection Group officers around.

"During the planning, there were various officers and departments that were involved. From the SPG, to the communications department and of course, forest officials for various kinds of permits. What they didn't plan for was the bad weather, which meant that certain tasks had to be done away with," the officer added, refusing to elaborate on what those were.

hat PM Modi is nfortable with the land there were no

retakes, the officer said.

Modi didn't take anything with him during the shoot to make the experience "as wild as it could have been" and he chose the clothes he wore during the shoot,

Hindustan Times

MAN VS WILD HOST GRYLLS WAS INQUISITIVE ABOUT THE TIME MODI SPENT IN THE HIMALAYAS AS A YOUNG MAN, AND CHATTED WITH HIM ABOUT THAT







# WORLD'S MOST TRENDING- 12<sup>th</sup> AUGUST

## India trends



1 · Trending

#என்றும்\_தலஅஜித்

66K Tweets

2 · Trending

#ManVsWild

15.5K Tweets



Amit Panchal is Tweeting about this

3 · Trending

#BypassRoad

1,744 Tweets

4 · Trending

Abdul Basit

38.8K Tweets

5 · Trending

shobha de

11K Tweets

6 · Trending

#12yearsforYamadongaCDP

32.1K Tweets

7 · Trending

#CelebrationsWithHumanWelfare

6,023 Tweets



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## Worldwide trends

1 · Trending worldwide

#النصر\_و\_الوحدة\_الاماراتي

40.5K Tweets

2 · Trending worldwide

#ManVsWild

33.8K Tweets

indianexpress.com

Man vs Wild with Bear Grylls and  
Prime Minister Modi LIVE UPDATES



richa anirudh, Kiran Bedi, and 2 more are Tweeting about this

3 · Trending worldwide

#AsımŞekipKaya

4 · Trending worldwide

#따랑둥이\_재민\_생일축하해

147K Tweets

5 · Trending worldwide

#10Fight10

768K Tweets







# DISCOVERY'S NEW MILESTONE



# TV SHOW OF THE YEAR

# Discovery

## DISCOVERY NETWORK BEATS ALL CHANNELS DURING THE SHOW PREMIERE

3.69 mn Impressions overtaking GEC leader Star Plus (3.67 mn impressions)

## HIGHEST RATED SHOW EVER IN THE HISTORY OF THE INFOTAINMENT GENRE

6.9 mn Impressions

Source: BARC India

1. TG: All15+AB | Market: India Urban | 12th Aug'19: 9pm-10pm | Impressions (all active channels)

2. TG: All2+ | Market: India(U+R) | Period: Yr 2015 – Yr 2019 | Impressions

HAVELLS IndianOil

CO-PRESENTS

# MAN vs. WILD

CO-POWERED BY

NA  
FOGG

policy bazaar

PharmEasy

BYJU'S  
The Learning App

WITH BEAR GRYLLS AND  
PRIME MINISTER MODI



# DISCOVERING NEW HEIGHTS

Discovery Channel hits 96% channel share  
in the infotainment genre

Discovery

96.2%  
Discovery  
Channel

1.6%  
Nat Geo  
Wild

1.5%  
National  
Geographic

0.7%  
History  
TV 18



CO-PRESENTS

# MAN vs. WILD

CO-POWERED BY



WITH BEAR GRYLLS AND  
PRIME MINISTER MODI



**WORLD'S MOST TRENDING  
TELEVISED EVENT**

**Discovery**

**#1 IN INDIA  
& WORLDWIDE**

**TOTAL TWITTER IMPRESSIONS 3.6 BN**

**SOURCE: TWITTER TRENDS - 12<sup>TH</sup> AUGUST AND MELTWATER PVT. LTD.**

**HAVELLS** **IndianOil**

CO-PRESENTS

**MAN  
vs.  
WILD**

CO-POWERED BY

**FOGG**

**policybazaar**

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**BYJU'S**  
The Learning App

**WITH BEAR GRYLLS AND  
PRIME MINISTER MODI**



# WITH AN UNBEATABLE 360 DEGREE MARKETING APPROACH, WE CREATED A MILESTONE

1. In the infotainment genre- **highest Rated Show EVER**
2. Premiere Episode **1.74 TVR** with a **Reach of 6.1 Mn** and **TSV of 29 Min**
3. Episode on the Network had the highest viewership across genres **surpassing Star Plus and Zee.**
4. Discovery Channel had a **93% channel share** in infotainment at the same slot.
5. Discovery beats its own records and sets a new benchmark for competition: **22 million Weekly impressions**



# HIGHEST REVENUE DRIVER IN THE INDUSTRY

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Co - Presenting	IOCL
Co - Powered By	Policy Bazaar
Co - Powered By	Vini
Co - Powered By	Pharmeasy
Co - Powered By	Byju
Associate	Kirloskar
Associate	Bajaj
Associate	OLX
Associate	Renault
Associate	Lenovo
Associate	Sleepwell
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Spot Buy	Dailyhunt
Spot Buy	Prataap Snacks
Spot Buy	Goldie Masale

**17 advertisers on board including 12 Sponsors & 5 Spot Buys.**



# Thank You!

 **Discovery**