

# Concept Proposal

**"ABHIPRAAY"**

- an idea for a new television show

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# Introduction to Concept

In a world, with no time-machines & poor understanding of astrology, tarot cards, crystal balls and hand reading...  
It is indeed impossible to know the future.

But what if you could reach very close to knowing what might happen, before it happens!

# Introduction to Concept

Who would not want to know the future trends about any current affair or news?

What if we could have a rough idea of tomorrow... and that too, from well-known faces of the society?

That's exactly where **ABHIPRAAY** steps in!

# What to do?

All you need to do is talk to people with opinions and take in-depth interviews on issues of public concern with special emphasis on why do they think that their opinion is logically most eligible to occur in near future.

# How to do it?

**Step 1** - Identify most controversial, in-demand, famous, glamorous and expression hungry logical spokesperson for various subjects like social, legal, industrial, corporate, etc.

**Step 2** - Contact them and find out if they want to give an expert critical opinion on issues of their respective subjects of expertise.

# Why will this work?

**Reason 1** – Society is full of people having so much to say and become eminent creed in their subjects of interest.

**Reason 2** – People are insecure enough to want to know what might happen.

**Reason 3** – It is awesome for a news channel to actually know some news before it occurs!

# Scopes of Revenue

**Primary** – From brands/products whose positioning is about staying advanced, keeping updated, latest, modern, etc.

**Secondary** – From industry specific clients in line with the subject of discussion on a particular day/episode.

**Tertiary** – From interviewed people, ready to pay for getting the limelight.

# Format of Show

**Abhipraay** does not need to run as a serial. It can be launched as a 'Season' of few sensational episodes (like satyamev jayate).

It can be covering various subjects in one season (social issue, real estate, petroleum, gold etc. in one season itself).

Or else covering one particular subject per season (one season only for real estate)



# How about Hiring Me?

If you like this idea and want me to churn out such creative ideas for new TV Shows...

Feel free to give me a call or drop me an email on the below mentioned details:

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