



18 Years of Vihari The Traveller: OTT App to Launch in November

Description

Vihari OTT Promo Unveiled at HITEK in Hyderabad; Anchor Sri Satya to Host the New Digital Venture

Popular travel programme Vihari expands into the OTT space after an 18-year journey

New platform to feature travel, food, tourism and lifestyle content

Innovative episodes with legendary anchor Suma also planned from November

HYDERABAD (MediaBoss Network): After entertaining audiences for 18 years with its informative travel programmes, Vihari The Traveller is all set to embark on a new journey in the digital entertainment space. The promo of the upcoming Vihari OTT app was unveiled at a grand event held at HITEK, Hyderabad. The platform, founded and directed by A.L. Nithin, is scheduled to launch in November.



Launched in 2004 on Maa TV, Vihari has carved a niche for itself by presenting travel guides, tourist destinations, food-related content and informative travel experiences. The programme has featured

several popular anchors, including Karuna and Snigdha, delivering engaging and colourful episodes that have attracted audiences over the years.

Taking its legacy forward, Vihari is now preparing to reach a wider digital audience through its dedicated OTT platform. Popular anchor Sri Satya has been roped in as the host of the new venture. The platform is also planning innovative programmes featuring legendary anchor Suma, with episodes expected to be streamed from November.

The promo launch event was attended by Praveen of Southern Travels, Raju and Shweta of Vajra Constructions, and anchor Sri Satya as special guests. TTF and Vega Jewellers have also joined the project as collaborators.

â??Vihari Has a Bright Future on OTTâ??: Praveen

Speaking on the occasion, Praveen of Southern Travels said he had known Nithin since 2004 and had been impressed by the Vihari concept from the beginning.

â??When Nithin explained the concept of Vihari to me, I liked it immensely. The path he chose has grown into something much bigger and more successful. It is heartening to see Telugu people not only across India but also abroad appreciating and supporting Vihari. Many have told us that its programmes are highly informative. I am confident that the OTT platform, too, will achieve great success,â?• he said.



â??Happy to Be Associated with Vihariâ??: Raju

Raju of Vajra Constructions said he decided to associate with the project after learning more about Vihari and its journey.

â??Nithin is an ambitious person with a clear vision. It is a pleasure to collaborate with him and be associated with Vihari. I am happy to be part of this initiative,â?• he said.

“Vihari Inspired My Interest in Travel”: Shweta

Shweta of Vajra Constructions recalled watching Vihari’s travel episodes during her childhood.

“Even before I started travelling myself, I used to watch Vihari’s travel programmes and dream of visiting the places featured in them. Those episodes inspired my interest in travel. Being associated with the same Vihari through its new OTT venture is a wonderful feeling,” she said.



“We Aim to Reach a Wider Digital Audience”: A.L. Nithin

Vihari founder A.L. Nithin expressed gratitude to the people who supported the programme throughout its journey.

“I launched Vihari on Maa TV in 2004. I am grateful to Karuna, P.G. Vinda and Snigdha for supporting me during the initial stages. When I was considering who would be the right face for the OTT platform, Sri Satya came to mind. She is dedicated and committed, and I believe she will play an important role in this new journey.

“I would also like to specially thank Mahesh of TTF and Praveen of Southern Travels for their continued support. My sincere thanks to Raju and Shweta of Vajra Constructions and Vega Jewellers for collaborating with us on this project,” he said.

“Excited to Be Part of Vihari”: Sri Satya

Anchor Sri Satya thanked the media fraternity for its continued encouragement and spoke about her new role as a host.

“I would first like to thank the media for supporting me in every endeavour. I had never hosted a programme like this before, so I initially felt nervous. However, Nithin encouraged and supported me throughout the process.

“Vihari provides valuable information for travellers, including affordable accommodation options, places to find good food and destinations worth visiting. I am delighted to be part of this venture and grateful to Nithin for choosing me as the host. My thanks to all the sponsors and collaborators for their support,” she said.

With an 18-year legacy in travel programming, Vihari is now preparing to enter the OTT space with fresh content and innovative formats. The launch of the app in November is expected to mark a significant new chapter in its journey to connect with audiences across India and overseas.

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