**To solve the next murder, read between the lines!**

**SonyLIV and Applause Entertainment announce the launch of their first Tamil original ‘Iru Dhuruvam’**

Iru Dhuruvam Trailer Link: <https://www.sonyliv.com/details/promos/6089974632001/Iru-Dhuruvam---Trailer---SonyLIV-Original---All-Episodes-Streaming-From-30th-Sep-On-SonyLIV>

**Press Release:**

**National, September 30, 2019:**

Startled at the sudden disappearance of his wife Geetha, Viktor an astute cop gets cracking on the case. But as he probes deeper, a series of gruesome murders put the entire city in panic leaving him in a predicament. What will he do next? SonyLIV, India’s first premium video on demand (VOD) platform along with Applause Entertainment, a venture of the Aditya Birla Group announced the launch of their first Tamil original ‘Iru Dhuruvam’ premiering today on SonyLIV. Present at the press conference were Uday Sodhi, Business Head- Digital, Sony Pictures Networks India, Amogh Dusad, Head Content Partnerships, New Initiatives, Digital, Sony Pictures Networks India and Sameer Nair, CEO, Applause Entertainment along with the ensemble cast of Iru Dhuruvam.

Produced for Applause Entertainment by Pramod Cheruvalath’s Sign of Life Productions, the show which means ‘bipolar’ is directed and written by M Kumaran. The show begins with a series of horrific murders that put the city in a state of shock and chaos overnight. It turns out to be the work of a serial killer who quotes couplets from the “Thirukkural” (a classic Tamil text) as clues, leaving everyone at sixes and sevens. Inspector David Viktor, a hawk-eyed cop is assigned to hunt down the killer. But what happens when the hunter himself becomes a prey? As Viktor gets embroiled deeper into this strange turn of events, little does he know what lies ahead for him. While investigating the brutal murders, he himself is under the scanner for his wife’s mysterious disappearance. Is there a connection between these two events? Will this investigation lead him to his wife? The gripping series will see inspector Viktor encountering all details that will put him at crossroads of his professional and personal life.

Running over 9 episodes, Iru Dhuruvam features actors Nandha Durairaj - one of the first popular Tamil actors venturing into the OTT space post a hiatus, Abhirami Iyer - former Miss Tamil Nadu who is a popular face in the Tamil web space, the young YouTube sensation Abdool and popular theatre and film artist Sebastin, Anisha in lead roles of this nail-biting web series, that is sure to leave you on the edge of your seat and hooked on till the end.

Iru Dhuruvam is SonyLIV’s second content offering for its Tamil audience. Post its foray in the market in May 2019, the platform recently launched the Tamil version of its marquee show Crime Patrol with actor Ganesh Venkatraman that has got the audience talking. With tailormade stories like Iru Dhuruvam, Crime Patrol, My Marappu, Cookies and the upcoming Tamil original Aivar amongst others SonyLIV plans to pique the interest of its Tamil audience by engaging them with localised content rooted in Tamil traditions and sensibilities. Additionally, some of the most popular shows from SonyLIV include TVF originals such as Pitchers, Permanent Roommates, Tripling, along with over 40 iconic shows from Sony Pictures Networks India (SPN) content library like CID, Patiala Babes, Ladies Special, Aladdin, Beyhadh amongst others are available in Tamil to the audience for a customized entertainment experience.

**Comments:**

**Uday Sodhi Business Head Digital Sony Pictures Networks India**

**“This partnership with Applause Entertainment blends our in-depth consumer understanding with their finesse in storytelling. With ‘Iru Dhuruvam’, we plan to scale up our Tamil offerings and be the go to OTT destination for the local audience. In a cluttered market like India, such collaborations are a leap towards an evolved ecosystem and will strengthen our promise of delivering cutting edge stories in the digital space. We look forward to a long term and fruitful association with Applause Entertainment as we collaborate to diversify our content offerings for the region.”**

**Sameer Nair, CEO, Applause Entertainment:**

**“India is a mass of niches and at Applause we want to build a diverse content repertoire to appeal to every audience palate. The launch of ‘Iru Dhuruvam’ is a step towards that direction. It marks our foray into regional content and is the first Tamil original partnership for Applause Entertainment and SonyLIV. We are excited to associate with SonyLIV and commence our journey of localized content through this show.”**

**About SonyLIV**

SonyLIV is the first premium Video on demand (VOD) service by Sony Pictures Networks’ (SPN) providing multi-screen engagement for users on all devices. Launched in January 2013, it enables users to discover over 24 years of rich content from the network channels of Sony Pictures Networks India. It also provides a rich array of movies, strong line-up of events across all sports, shows, music, food and fitness.

With 109 million app downloads so far, SonyLIV is the first amongst its competition to provide original exclusive premium content. As a true pioneer in its space, SonyLIV launched India’s first-ever original show exclusively for the online platform. Streaming the biggest football tournament, the 2018 FIFA World Cup Russia on SonyLIV made it the most preferred online destination for football fans. SonyLIV also live streamed the India tour of South Africa, India tour of England and the India tour of Australia in 2018. It is the home for the biggest football leagues like UEFA Champions League, UEFA Europa League, La Liga and more.

SonyLIV has TVF content like Tripling Season 1 and 2. It also has American entertainment giant Lionsgate Play’s top-rated shows on the platform. SonyLIV has a host of award-winning English content with award winning shows like The Good Doctor, Mr. Mercedes, Damages, Counterpart and The Handmaid’s Tale.

[www.sonyliv.com](http://www.sonyliv.com)

**About Sony Pictures Networks India (SPN)**

Sony Pictures Networks India (SPN), is an indirect wholly owned subsidiary of Sony Corporation, Japan.

SPN has several channels including Sony Entertainment Television (SET and SET HD), one of India's leading Hindi general entertainment television channels; MAX, India's premium Hindi movies and special events channel; MAX 2, another Hindi movie channel showcasing great India Cinema; MAX HD, a high definition Hindi movie channel airing premium quality films; WAH, the FTA channel for Hindi movies; SAB and SAB HD the family-oriented Hindi comedy entertainment channels; PAL, a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from SPN’s content library; PIX and PIX HD, the English movie channels; AXN and AXN HD, the channels showcasing the best in Reality, Entertainment and Drama; Sony BBC Earth and Sony BBC Earth HD, the premium factual entertainment channels, Sony AATH, the Bangla entertainment channel; MIX a refreshing Hindi music channel; YAY!, the kids entertainment channel; sports entertainment channels – SONY SIX, SONY SIX HD, SONY ESPN, SONY ESPN HD, SONY TEN 1,  SONY TEN 1 HD, SONY TEN 2, SONY TEN 2 HD, SONY TEN 3, SONY TEN 3 HD; Sony मराठी, the Marathi general entertainment channel; SonyLIV - the digital entertainment VOD platform; SPN Productions, the networks’ film production arm and Studio NEXT the independent production venture for original content and IPs for TV and digital media. SPN reaches out to over 700 million viewers in India and is available in 167 countries.

The network is recognized as an employer of choice within and outside the media industry. SPN is a recipient of several awards, including the ‘Aon Best Employers India’ Award in recognition of SPN’s unique workplace culture and exceptional people practices, consistently ranking amongst India’s Top 10 Companies with Best Health & Wellness Practices by SHRM & CGP Partners, listed by Working Mother & AVTAR as one of the 100 Best Companies for Women in India and adjudged one of India’s Great Workplaces by the Great Place to Work® Institute. Sony Pictures Networks India Private Limited is in its 24th year of operations in India. It has a subsidiary, MSM-Worldwide Factual Media Private Limited and an affiliate, Bangla Entertainment Private Limited in India.

For more information, log onto[**www.sonypicturesnetworks.com**](http://www.sonypicturesnetworks.com)

**Media contacts:**

**Jolenta D’Souza:** +91 9167265512 | [Jolenta.dsouza@setindia.com](mailto:Jolenta.dsouza@setindia.com)

**Somdatta Sen:** +91 9833596410I[somdatta@avianwe.com](mailto:somdatta@avianwe.com)

**Sanjay**: +91 9094630086 | [sanjay@avianwe.com](mailto:sanjay@avianwe.com)

**Vamika** **Naruka**: +91 8652289379 | [vamika@avianwe.com](mailto:vamika@avianwe.com)