

15.09.2022

*Hong Kong based global content distributor, O4 Media, has sealed a deal with Arha India, placing Korean content from KBS including premium Crime, Drama and Comedy onto the India platform. The agreement will see approximately 100 hours of Korean content launch on the 100% local OTT, in the last quarter of this year.*

Gary Pudney

**Founder and Managing Director, O4 Media**

The South is a dynamic part of India, and working with Aha, such a new and fast-growing player in the market, it illustrates that they have an acute eye for content which is highly appealing and engaging for their audience. We see this as just the beginning of a long-lasting relationship.

Ajit Thakur

**CEO, Arha Media & Broadcasting Private limited**

We are among the fastest growing OTTs in India with presence in Telugu and Tamil. With our diverse and differentiated local content, we have built a strong core fan base with wide variety in our content ranging from Fiction, Nonfiction, Game shows, music and talent shows, original films, live news, kids content and so on. Keeping in mind the evolving preferences of viewers and popularity of Korean content amongst our audiences, we are now bringing some of the top Korean shows in local languages enabling our viewers to watch their favourite programs from across the world.



#### **About O4 Media Ltd**

O4 Media is a global distributor of scripted and non-scripted formats and IP development. O4 Media showcases culture and connects content creators and producers from the East to the West and from the West to the East.

Led by industry veteran Gary Pudney and his head of sales and acquisitions, Nixon Lim, the O4 team has over 100 years of combined experience in content distribution and acquisitions with an expansive network. O4 Media is headquartered in Hong Kong with a strategically positioned global team based in Hong Kong, Manila, Mexico City and Australia.

#### **About Arha**

Launched in 2020, aha is an Indian video-on-demand streaming service that provides 100% local entertainment. It started out with a 100% Telugu OTT and witnessed great success across the world with its extensive content slate that includes original programming of web series and movies, with a new release every Friday. Fulfilling its promise of 100% Local entertainment, aha has recently launched aha Tamil which has 100% Tamil Web series and movies. aha is owned by Arha Media & Broadcasting



117/F, Tower One, Lippo Centre  
89 Queensway, Admiralty  
Hong Kong SAR

Business Registration No.  
72284301-000-10-20-9

Private Limited, a joint venture by Allu Aravind (Geetha Arts) and My Home Group. aha creates original Telugu content across various formats that include movies, web-series, and non-fiction shows.

For more information, please follow: <https://www.aha.video/all>