

For Release Immediate
March 6, 2019

The Wire Launches A 150-part Web Series in The Run-up to 2019 Polls

Delhi- March 6

In the run-up to the crucial 2019 Lok Sabha elections, The Wire, one of India's leading independent news outlets, has launched an epic web series called *Sadak Se Sansad*. Premiering on March 6 on The Wire's YouTube channel and Facebook Watch, the series will see The Wire's team of journalists and video team travel the breadth of India, covering every state in the process. *Sadak Se Sansad* will report from 50+ constituencies from across the country with 3-4 videos per constituency, making it a 150-part series which aims to create a portrait of India in this crucial year – a picture that will have both immediate interest and abiding value for the country.

Sadak se Sansad has been supported in part by Mumbai-based asset management firm, Quantum Mutual Fund, and will tune out the coordinated racket of TV newsrooms in Delhi and Mumbai, to explore the vast diversity of social and environmental issues, political stakes, and voters' opinions in these fifty-plus constituencies.

The Wire, is published in four languages, English, Hindi, Marathi, and Urdu and has an audience of over 5 million unique visitors every month on its websites thewire.in, thewirehindi.com, marathi.thewire.in and thewireurdu.com. The YouTube channel of The Wire has over a 1 million subscribers to date and generates over 100 hours of original shows and programming every month.

Speaking of the launch of this unique road-trip Siddharth Varadarajan, a founding editor of *The Wire* said, “Sadak ke Sansad will bring viewers up to speed with what the upcoming elections are really about. It is not about the prospects of this leader or that, or about coalition has the edge. People want their issues to be heard and addressed. That is what we are capturing. This is the first time we are producing a series that is so ambitious and are glad that Quantum Mutual Fund has seen value in partnering with a show of this scale”

Mr. I.V. Subramaniam, Director Quantum AMC says “Since our inception Quantum has firmly believed that elections have no long term impact on the markets or the investor's portfolio. While we recognize that this election may be more closely fought than others, we would like to reassure investors to remain invested and focussed on their long term goals.

While there is not likely to be any long term impact on the overall market, it is important to get a sense on what is India asking for and likely to vote for. This is particularly important in the context of 200 million new voters coming to vote between 2009 and 2019.

What better platform for us to gauge this than *Sadak Se Sansad*.”

The series went live on March 6 and you can catch all the episodes and track this journey here - <https://www.youtube.com/TheWireNews>

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2. For more information on The Wire

www.thewire.in

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