



Jayant Mammen Mathew
MM TV on foray in GEC genre

“News has been your forte for years, and launching the news channel was the natural progression. How tough was launching the GEC? Both are very different in terms of television experience and cannot be compared.

For us, it was about creating Mazhavil Manorama, a channel that will entertain the Kerala audience with new programming. We always believe that if we find the right talent and work as a team, we will do well. We have the best talent, who have excelled in the entertainment space”