

The image features a composite scene of Earth and the Moon against a black background. At the top center, a bright sun creates a lens flare. Below it, the Earth is visible as a blue and white sphere. In the foreground, the Moon's dark, cratered surface is shown in a curved, semi-circular shape. The National Geographic logo, a yellow rectangle, is positioned to the left of the text "NATIONAL GEOGRAPHIC" in white, bold, sans-serif font.

**NATIONAL
GEOGRAPHIC**

NAT GEO INDIA AT THE FRONTIER OF STATE-OF-THE-ART SPACE STORYTELLING



2015

WHERE WILL YOU BE WHEN
#IndiaMakesHistory?
CHANDRAYAAN 2
LIVE



2019



CHANDRAYAAN 2 HIGHLIGHTS

TV

0.25 MN

AMA*

2.9 MN

CUME REACH

DISNEY+
HOTSTAR

23 MN

MINUTES OF LIVE
WATCH TIME

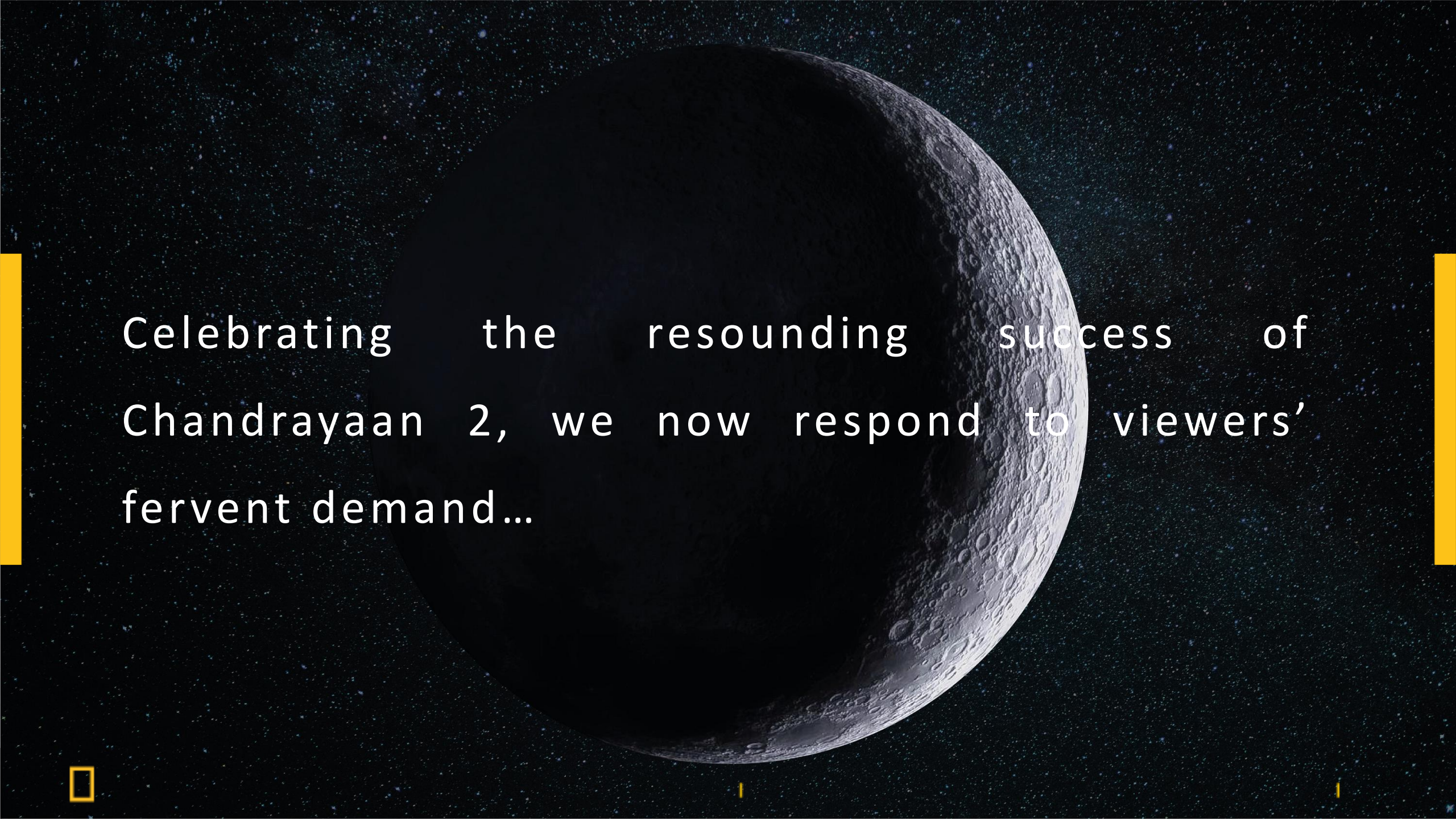
1.2 MN

LIVE VIEWERS



Source*: BARC India | 15+AB, India Urban | Week 36

Source: BARC India | 15+AB, India Urban | Period: 15 – 30 Aug'23



Celebrating the resounding success of
Chandrayaan 2, we now respond to viewers'
fervent demand...





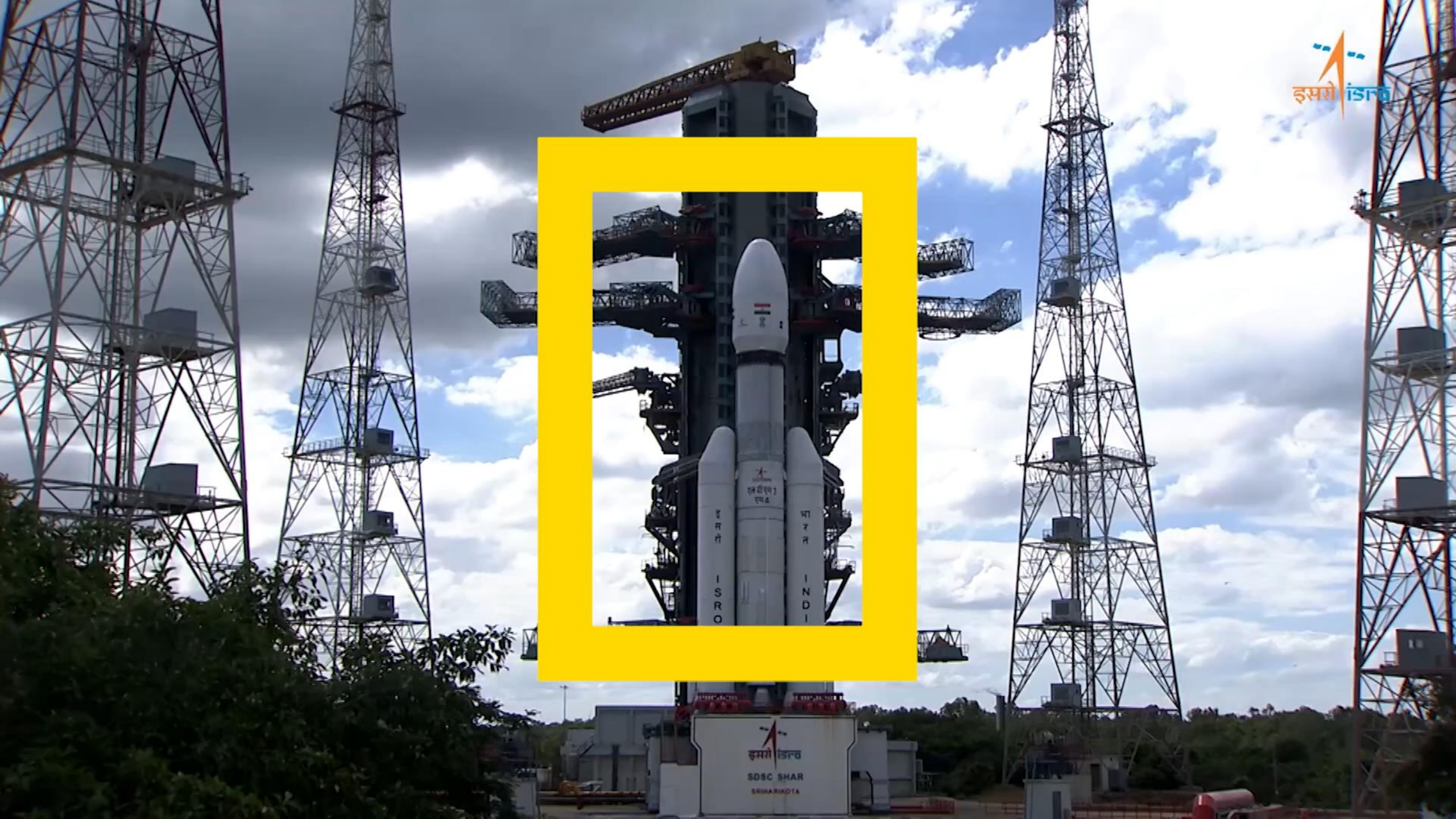
CHANDRAYAAN-3

#countdowntohistory

August 23, Wednesday 4 PM

• LIVE on





इसरो | isro
SOSC SHAR
SRINAGAR



DARSHAK UTSAHIT

LIVE SHOW FEATURING LEADING EXPERTS

INFORMATIVE FILMS & CUTTING-EDGE GRAPHICS



SUNITA WILLIAMS
NASA ASTRONAUT



RAKESH SHARMA
FIRST INDIAN IN SPACE



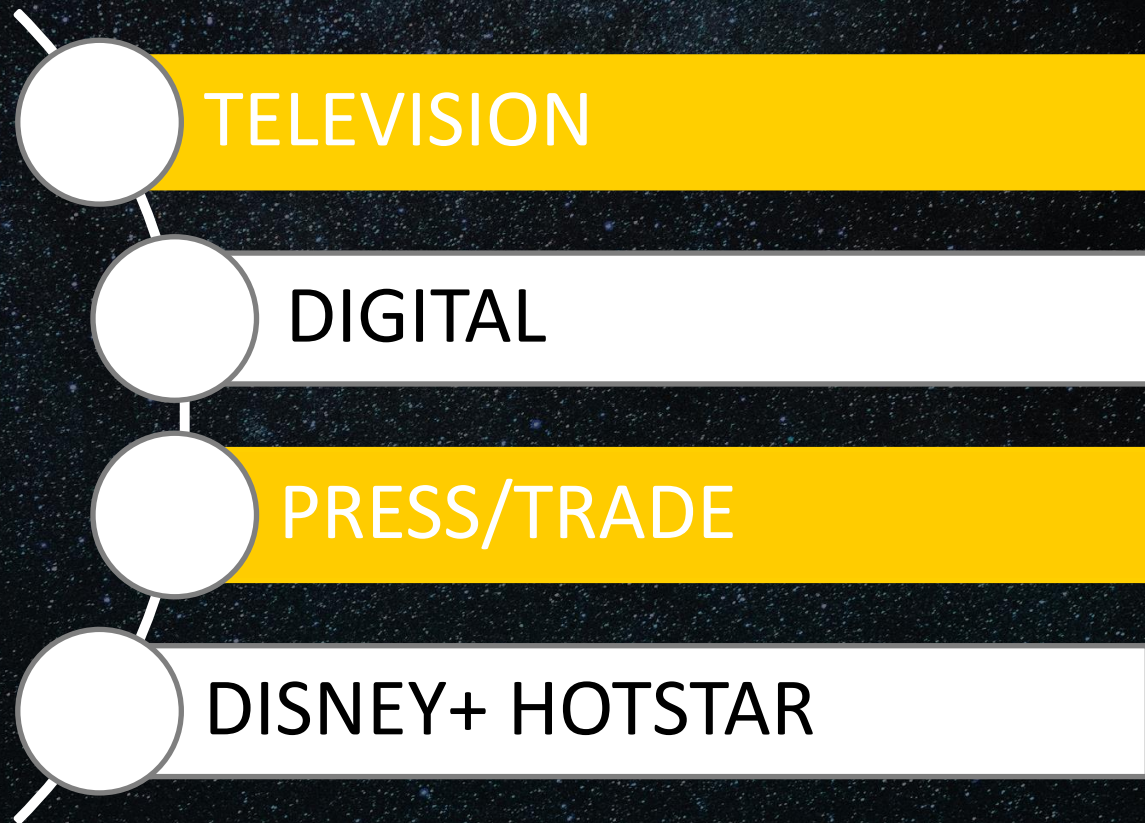
CHRIS HADFIELD
FORMER COMMANDER OF THE INTERNATIONAL SPACE STATION



S. SOMANATH
CHAIRMAN, INDIAN SPACE RESEARCH ORGANISATION



A WELL-ROUNDED CAMPAIGN



CHANDRAYAAN 3 OVERVIEW

CAMPAIGN SUCCESS: OFF THE CHARTS IN 5 DAYS!

TV

261

AMA'000*

1.8 MN+

CUM REACH*

DIGITAL

43 MN+

VIEWS **55 MN+**
IMPRESSIONS

DISNEY+
HOTSTAR

3.5 MN+

VIEWS

1.7 MN+

REACH

PR

180 +

STORIES

60 MN+

PR VALUE



*Source: BARC India | 15+ AB, India Urban | 23rd Aug '23 | 1600-1840 hrs

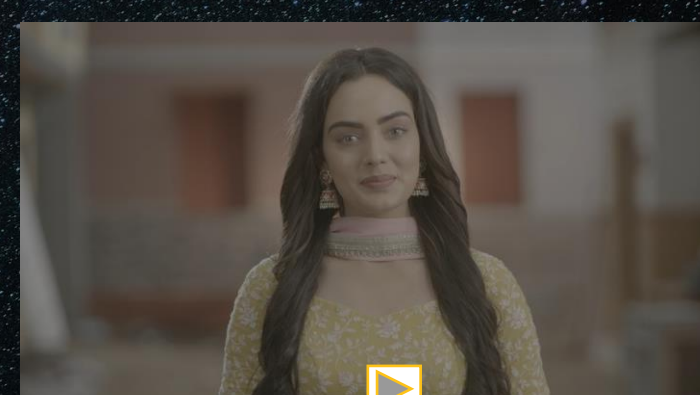
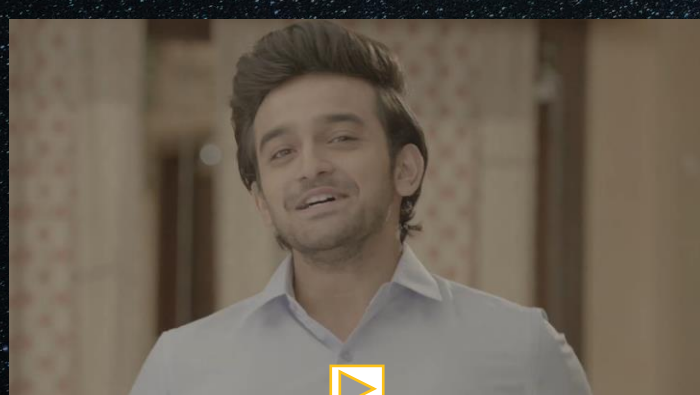
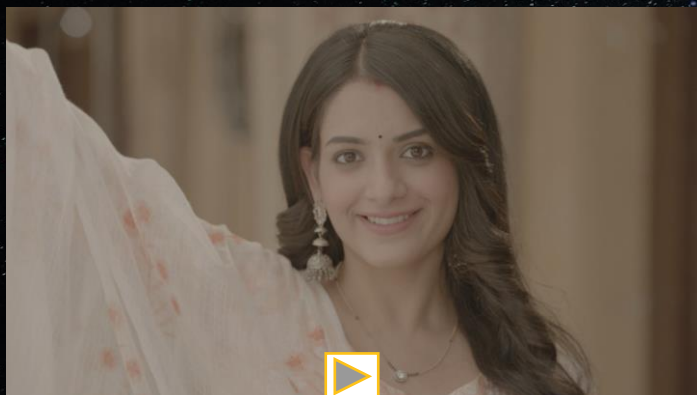
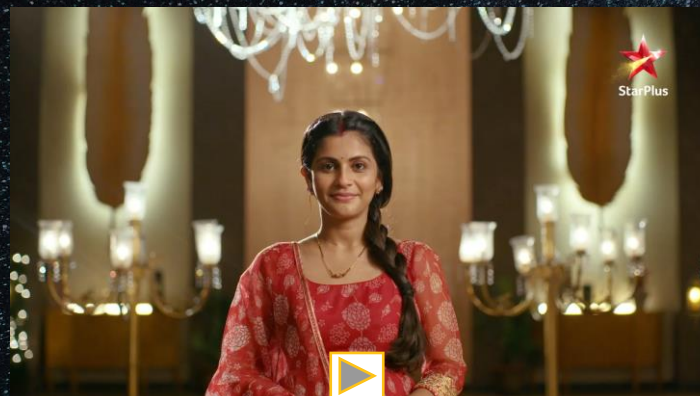
REACHING VIEWERS WITH THE STRENGTH OF OUR NETWORK



DISNEY STAR CELEBS

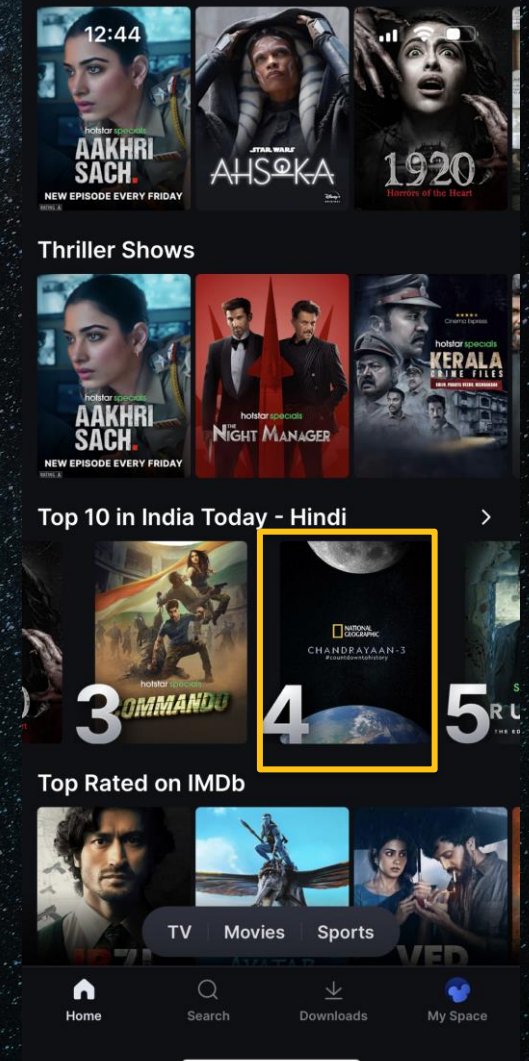
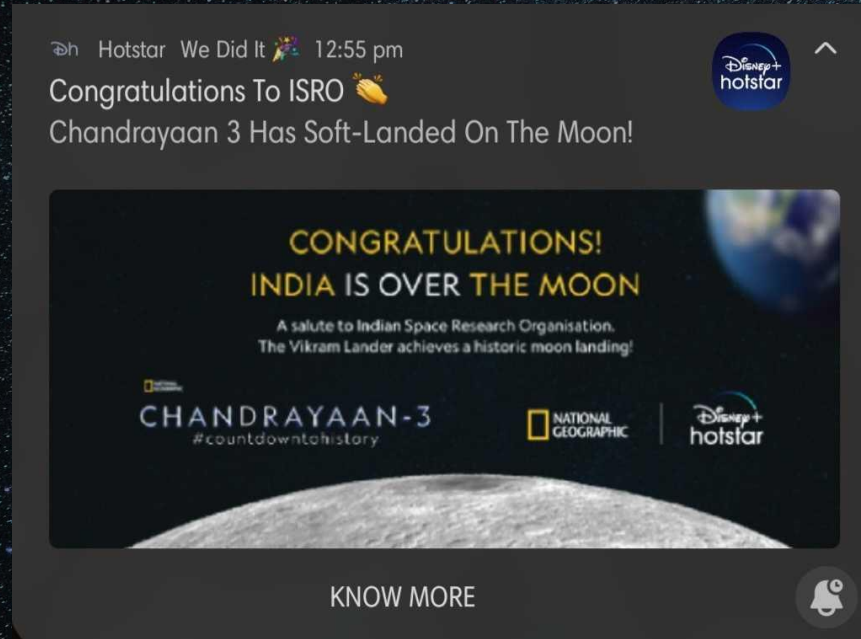
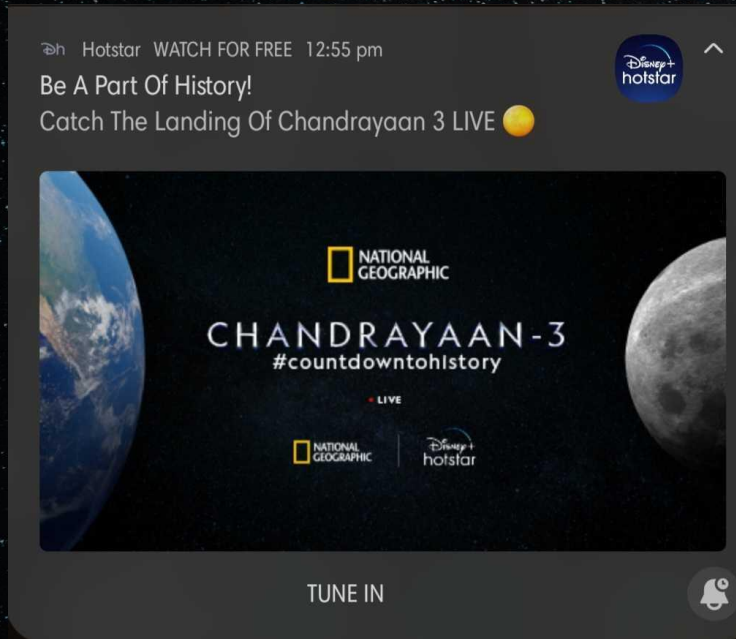
SEND BEST WISHES TO ISRO

IN-SHOW INTEGRATIONS + SOCIAL BYTES



EXPANDING REACH BEYOND TV - LIVE ON DISNEY+HOTSTAR

TRENDING #4 CONTENT ON PREMIERE WEEKEND



1.7 M+

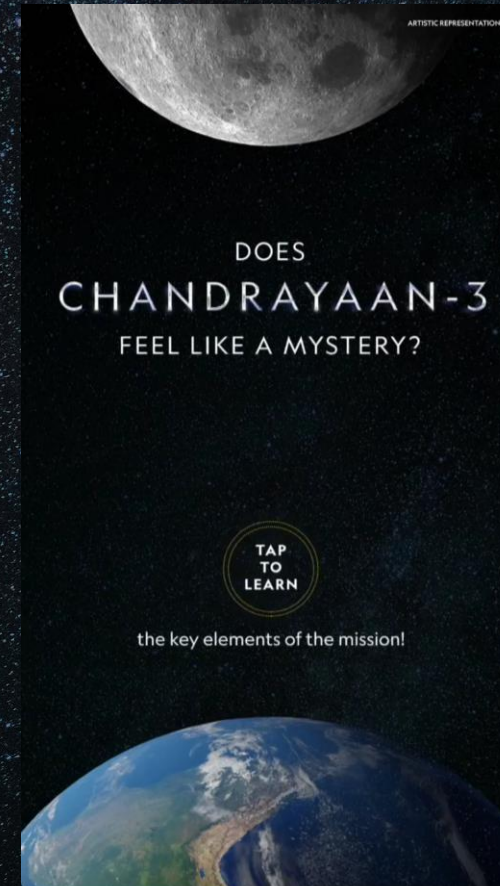
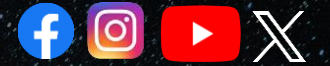
REACH

3.5 M+

VIEWERS



SPECTACULAR SHOW CONTENT 866K ENGAGEMENT IN 5 DAYS!



TRIVIA, SHORT FILMS & 101 VIDEOS



**Subject to change*

AUDIENCE SENTIMENTS

A MOMENT OF PRIDE



@anurupamaity4597 2 days ago

Goosebumps! ❤️ 😊

👍 🗨️ Reply



@deborinaboseroy8544 1 day ago

Very Very inspiring song...hats off

👍 2 🗨️ Reply



@incrediblevillagelife 1 day ago

Kudos to Indian scientists 🇮🇳 🇮🇳

👍 2 🗨️ Reply



@homefrontsai 2 days ago

Great documentary by National geographic channel.. 🇮🇳 🇮🇳 ININ

👍 4 🗨️ Reply



rajeev.pr_ Proud 🇮🇳

1d 1 like Reply



vsin.ghrawat Proud moment

22h 2 likes Reply



a__d__i__x May be a good future ❤️

1d 1 like Reply



prasad.saurabh 🇮🇳 Congratulations to ISRO 🇮🇳

1d 1 like Reply



@d.foreverhotale7012 8 days ago (edited)

India creating history... ,

I am so exciting for landing of chandrayan-3 on the moon ,it feels proud to our nation ..



@ARUN.B.S 4 days ago

Nat Geo is the only foreign channel that respects our national language.

👍 12 🗨️ Reply



@__yeeshu__ 3 days ago

NatGeo won my heart after uploading this video

👍 1 🗨️ Reply



@drama_segye 5 hours ago

Good 👍 proud to be Indian.... 🇮🇳 nice work.. 🇮🇳 🇮🇳 keep it up

👍 🗨️ Reply



Mehboob Zounr

Congratulations India 🇮🇳 🇮🇳

1d Like Reply 1 🇮🇳



Jakanathan Kalamathy

From Malaysia congratulations cheers

1d Like Reply 2 🇮🇳 🇮🇳



@ganeshmanjalkar3004 1 day ago

Made in India. Made for World.



Elias Bahram

Congratulations India 🇮🇳 love support and good wishes from Afghanistan 🇦🇫 🇮🇳 Jai hind 🇮🇳

1d Like Reply 15 🇮🇳 🇮🇳 🇮🇳

PRESS HIGHLIGHTS

140 MN READERSHIP WITH 62% CAT A COVERAGE

Excited, eagerly awaiting Chandrayaan-3's Moon landing, says Sunita Williams



ThePrint article snippet showing the title and a portion of the text. ThePrint logo is visible.

Chandrayaan -3: Isro and India create history as spacecraft lands on the Moon



Business Standard article snippet showing a group of students holding the Indian flag. The Business Standard logo is visible.

Excited, eagerly awaiting Chandrayaan-3's Moon landing: Sunita Williams



Business Standard article snippet showing Sunita Williams in a blue flight suit. The Business Standard logo is visible.

Chandrayan 3 landing live telecast to stream on National Geographic And Disney+Hotstar



National Geographic article snippet showing a promotional image for the Chandrayaan-3 landing telecast. The National Geographic logo is visible.

'Born early': Rakesh Sharma, first and only Indian in space, on Chandrayaan 3



Hindustan Times article snippet showing a portrait of Rakesh Sharma. The Hindustan Times logo is visible.

Excited, eagerly awaiting Chandrayaan-3's Moon landing, says Sunita Williams




Deccan Herald article snippet showing Sunita Williams in a blue flight suit. The Deccan Herald logo is visible.

चंद्रयान-3 के टचडाउन पर अंतरिक्ष यात्री सुनीता विलियम्स ने कहा, 'हम आपके लिए चीयर कर रहे हैं'



Bhaskar article snippet showing Sunita Williams speaking at a podium. The Bhaskar logo is visible.

Look forward to successful Moon landing: Rakesh Sharma, 1st Indian in space



IANS live article snippet showing Rakesh Sharma in a space suit. The IANS live logo is visible.

Chandryaan-3: ಭಾರತದ ಪ್ರಯತ್ನ ಮೆಚ್ಚಿದ ಗಗನಯಾನಿ ಪುನೀತಾ ವಿಲಿಯಮ್ಸ್



Pravara article snippet showing Sunita Williams in a blue flight suit. The Pravara logo is visible.

Chandrayaan-3 और ISRO को बधाई देते हुए राकेश शर्मा, सुनीता विलियम्स ने क्या लिखा?



Kunc Hindi article snippet showing Rakesh Sharma and Sunita Williams. The Kunc Hindi logo is visible.

विक्रम की लैंडिंग से दुनिया को क्या लाभ, सुनीता की जुबानी
नेशनल ज्योग्राफिक इंडिया द्वारा साझा किए गए एक बयान में, सुनीता विलियम्स ने चंद्र अन्वेषण के महत्व पर जोर दिया। उन्होंने कहा कि यह मिशन हमारे ग्रह से परे स्थायी जीवन के लिए इसकी क्षमता के लिए भी महत्वपूर्ण है। विलियम्स ने कहा, "चंद्रमा पर उतरने से हमें अमूल्य अंतर्दृष्टि मिलेगी। मैं वास्तव में रोमांचित हूँ कि भारत वास्तव में रोमांचक सपने को साकार करेगा।"
हिन्दुस्तान

CONNECTING WITH OUR TRADE PARTNERS

REACHING MILLIONS THROUGH A TARGETED EMAILER CAMPAIGN



4

EMAILERS

1 M+

REACH



INTERNAL COMMUNICATION

The screenshot shows the Disney+ internal communication portal. At the top, there is a search bar for "The Walt Disney Company" and navigation links for "Notifications" and "Logout". The user is logged in as "Hello, Delnaz". The main content area features a "Disney Star Spotlight" section with a video player for a "Live Telecast: Chandrayaan - 3 #countdowntohistory" on August 23, Wednesday 4 PM. Below the video, there is a text description: "Witness the historic event of Chandrayaan 3's moon landing, exclusively on National Geographic Channel and Disney+ Hotstar. Click here to read more." To the right, there are several news snippets, including "National Geographic and Disney+ Hotstar Present a Live Telecast of 'Chandrayaan 3'", "Disney Channel Brings the 'Magical World of Disney' Movie Festival...", "Disney+ Hotstar Presents 'The Freelancer' - A Survivor's Story Fro...", "Asia Cup 2023 Fixtures and Broadcast Timings on Star Sports Revealed", and "Star Pravah Bags the Guinness World Record for the Television...".

National Geographic India is all set to capture the nation's attention for Chandrayaan 3's planned landing. Tune in to watch this historic moment live, exclusively on National Geographic Channel and Disney+ Hotstar.



CHANDRAYAAN-3
#countdowntohistory

TODAY 4 PM

LIVE ON



REACHING 5000+ EMPLOYEES THROUGH NEWSLETTER AND OUR EMPLOYEE PORTAL- INTRANET.



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**NATIONAL
GEOGRAPHIC**