

Jagran.com launches weekly celebrity chat show - Lights Camera Action

“Lights Camera Action, a weekly celebrity chat-show, where the readers will get to know the lesser known facts about their favourite stars through fun wrapped conversations, only on Jagran.com”

Jagran.com – the Hindi news and information website of Jagran New Media has launched a new chat show – Lights Camera Action - which aims to delve into the lives of entertainment stars and brings out the exciting stories and instances from their lives.

The show is hosted by Parag Chhapekar – Editor, Entertainment at Jagran.com, who will explore the lesser known facts about these celebrities in a fun wrapped conversation.

The show will feature some of the most admired and followed celebrities from the world of Bollywood. The show will have interesting conversations with celebrities in an interview based tête-à-tête format. The cheerful chat will be around the personal life, aspirations, goals and upcoming projects of these celebrities.

The show has already featured many famous Bollywood celebrities like Ranbir Kapoor, Sawara Bhaskar, Vicky Kaushal and Sukhvinder, etc. having an open conversation with Parag in Lights Camera Action. Jagran New Media, in past, has also created such unique engaging video series like ‘Khaane Ke Kisse Kahaniya’, ‘CelebRate Mumbai’ and ‘Tasty Adda’, which offered an entertaining and interesting experience to the audiences.

Commenting on the launch of Lights Camera Action, Ms Rachna Kanwar, COO, Digital, Jagran New Media said, “Lights Camera Action is a fun-filled talk show that provides a peek into the lives of some of the biggest Bollywood stars of our time. Parag’s long-standing association with the film industry helps in getting the stars to open up about their journey to stardom, their beliefs & interests and much more. So far, we have received an overwhelming response in Season 1 of the series and we hope to have a long innings with this show.”

Commenting on the initiative, Mr Bharat Gupta, CEO Jagran New Media said, “Jagran.com has a huge readership for its Bollywood led gripping entertainment content, which entertains and engages the audiences from both metros and non-metro cities. Lights Camera Action will be another entertainment video series from Jagran New Media, which aims at providing the users with refreshing customer experience and enriching user engagement with their favourite Bollywood stars”.

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About Jagran.com

Jagran.com is one of the largest Hindi language news and information website in India with 22.8 million users who collectively account for 194 million page views. Jagran.com provides meaningful content to the consumers that informs, educates and helps them to take better life decisions. The brand aims at reshaping the online Hindi news segment in the Hindi heartland region with compelling customer experience and user engagement.