

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

Welcome to IIMK



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

**IIMK/CS/144/MM/2022/01**

**March 2022**

**Maledia Broadcasting: Getting Ready to Go On Air**

**Keyoor Purani<sup>1</sup>**

**Priya Premi<sup>2</sup>**

**Joffi Thomas<sup>3</sup>**

©

**All rights belong to their respective authors.**

**Please contact the corresponding authors if you would like to access the full case.**

<sup>1</sup>Professor, Marketing Management, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - [kpurani@iimk.ac.in](mailto:kpurani@iimk.ac.in), Phone Number - 0495 2809110

<sup>2</sup>Doctoral Scholar, Marketing Management, Indian Institute of Management, Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - [priyap12fpm@iimk.ac.in](mailto:priyap12fpm@iimk.ac.in)

<sup>3</sup>Associate Professor, Marketing Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - [joffithomas@iimk.ac.in](mailto:joffithomas@iimk.ac.in), Phone Number - 0495 2809117

## **Maledia Broadcasting: Getting Ready To Go On Air**

### **Abstract:**

The case focuses on the positioning strategy development for a new regional television channel of Maledia Broadcasting Network (MBN), a new venture of the Kerala-based media group from India, Model Publication Trust. The case also introduces perceptual map as a tool of brand positioning provides opportunity to discuss brand extension issues.

In 2011, MBN prepared to launch a new Malayalam News channel. In preparation to launch, Samjad, the Deputy CEO of the newly formed company, was faced with the challenge to decide the positioning strategy of the new Malayalam News channel. The issue was not just about differentiating but also about redefining the competition itself. How should it be positioned against the competition in a very dynamic and tough broadcasting industry in India. The decision would influence almost all decisions pertaining to its marketing mix including the brand name and the channel identity.

Based on the rich market data such as competitive scenario in the region, news consumption behavior, and consumer perception of existing news channels, students are expected to develop strategic directions for channel positioning, which would guide the programming and marketing activities of the channel. The case provides several opportunities to discuss qualitative aspects of audience behavior beyond considering only competitive figures, helping students of marketing draw insights and analyze competitive scenario of an industry to develop alternatives and make strategic marketing decisions

Research Office  
Indian Institute of Management Kozhikode  
IIMK Campus P. O.,  
Kozhikode, Kerala, India,  
PIN - 673 570  
Phone: +91-495-2809238  
Email: [research@iimk.ac.in](mailto:research@iimk.ac.in)  
Web: <https://iimk.ac.in/faculty/publicationmenu.php>

