

Prime9 marks Sankranti with special multi-language coverage

January 2026

Summary. Prime9 Network marked Makar Sankranti with special multi-language coverage across all nine of its language desks, celebrating how the same mid-January harvest festival is observed in different ways across India. From Sankranti in the Telugu states to Pongal in Tamil Nadu and Uttarayan in Gujarat, Prime9's teams produced features, live reports and short-form video capturing the culture, food and traditions of each region.

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The coverage reflects Prime9's language-first approach — telling each community's story in its own voice.

Prime9 is a multi-language digital news network built around Prime9 News, its flagship 24×7 Telugu television channel.

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This is a sample press release document for demonstration purposes.