

## **ACT TV launches interactive services**

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**A**CT Television, a Bangalore-based multi system operator (MSO) has on Thursday announced the launch of interactive TV service in the city, with an investment of Rs 450 crore. ACT has been partly funded by IVFA (India Value Fund Advisors), a premier private equity investment fund, focused on mid-sized firms in India. ACT Television belongs to the Atria Group engaged in power, hospitality and educational institutions. Currently, ACT has test launched the IPTV service in Bangalore, with the roll out happening in various phases. Mr Sunder Raju, Managing Director of ACT Television, said ACT Interactive TV has built up a library of about 4,000 films. — **Our Bureau**