

HOTOTT Entertainment Gears Up For Their OTT Platform Launch In India.

HOTOTT ENTERTAINMENT, a market leader in entertainment innovation industry, announced the launch of unique content and talent search platform HOTOTT.



Delhi, New Delhi, May 25, 2021 ([Issuewire.com](https://www.issuewire.com)) - [HOTOTT Entertainment](https://www.hotott.com), a US-based media company, is set to launch its streaming service HOTOTT in India with a focus on local content, the top executive of the company said.

The COVID Second Wave has ignited the OTT boom once again. Along with the existing players, another OTT platform, HOTOTT is entering the stage in a grand manner. Entrepreneur Ashish Goel & Yaseen Rumane are the men behind this platform which will cater to the content of English, Hindi, Marathi, French, Spanish, Korean, and other regional languages audience. The entry is timed well when the ground is favorable to the OTT platforms with the audience preferring entertainment at home.

The move to focus on local content, sector experts said, could potentially trigger a realignment in the multi-billion dollar, fiercely competitive over-the-top (OTT) market in the Asia Pacific region especially India.

“We plan to launch the HOTOTT streaming app in India in Mid-June. Our app will be engineered to be as inclusive as possible to make it compatible with all smartphones, smart TVs, and IPTV boxes and therefore will be available for viewing throughout India and beyond. What makes us special is the fact that we are the only OTT Platform with a unique tagline FULFILLING DREAMS, which allows SUBSCRIBER not only to earn with its "Unique Affiliate Program" but also provide a platform to showcase their talents. Ashish Goel, founder, and CEO of [HOTOTT Entertainment](#) told Business Correspondent in an exclusive interview.

With its Unique Affiliate Program, HOTOTT Platform has a mission to help 100 people earn at least a million in the First Year of its Launch as well as give at least 100 new talents a chance to work with [HOTOTT Entertainment](#) professionally.

Ashish Goel said his company was working on this project – foray into the Asia Pacific through the Europe route – for the last three years and realized that the Indian market needed a professional VoD service.

“HOTOTT is a product that is coming at the best time to fill a market gap. The team at [HOTOTT Entertainment](#) will prove that good content can come out of any place, regardless of how far removed it is from the mainstream market,” Ashish Goel said.

For further information about the company, kindly visit <https://hotott.com>



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