

UP Bharat Digital Channel Rebrands itself as Samachar Plus UP

Social Media Pages to update soon



Uttar Pradesh, Noida, Sep 23, 2021 ([Issuewire.com](https://www.issuewire.com)) - UP Bharat is a digital regional private news channel targetting all the news of Uttar Pradesh state.

It has a vast reach of the audience on Social Media like Facebook, Twitter & Youtube. Lately, the brand has decided to move ahead with the rebranding of the digital channel and hence changing the name of the channel from UP Bharat to Samachar Plus UP.

It would be working under the umbrella of National News TV Channel, known as Samachar Plus 24X7. Samachar Plus 24X7 is a unit of ViaMedia Infotech Pvt. Ltd. and is displayed nationally on DD Free dish, Dish TV, and other DTH platforms.



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