

Chull OTT Launches in India: USA-Based Flickfusion Media INC Introduces A Next-Gen Streaming Platform for Regional and Global Storytelling

Category: Business

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Flickfusion Media INC, a USA-based digital media company, today announced the official launch of Chull OTT in India-a next-generation streaming platform designed to disrupt the digital entertainment landscape with bold, diverse, and

emotionally resonant content.



Mr. Deepak Joshi , CEO-Flickfusion Media INC

Inspired by the colloquial Hindi term “**Chull**”- symbolizing energy, restlessness, and a drive to break norms-Chull OTT aims to be a creative space where stories are raw, fearless, and culturally authentic. With a focus on underserved narratives, regional storytelling, and experimental formats, the platform brings a refreshing alternative to mainstream OTT offerings.

“We’re here to shake things up by offering fresh, bold, and emotionally gripping stories that mainstream platforms often overlook,” said **Deepak Joshi, CEO of Flickfusion Media INC.**

“India’s vibrant storytelling culture deserves a space where creativity isn’t restricted by formulas-and Chull OTT is that space. As a U.S.-based company entering the Indian market, we

are proud to contribute globally while celebrating the power of local voices."

Indias OTT market is projected to exceed USD 13 billion by 2030, driven by rapid smartphone adoption, affordable data, and a growing appetite for diverse content. Despite this boom, many audiences continue to seek storytelling that feels more relatable, raw, and rooted in local culture. Chull OTT seeks to fill this critical gap.

Key features of Chull OTT include:

- Multi-language content including Hindi, Tamil, Telugu, Kannada, and Bangla
- Original, uncensored storytelling across genres and formats
- AI-powered recommendations for personalized viewing
- Optimized performance for low-bandwidth environments, supporting Tier-2 and Tier-3 cities
- Clean, intuitive user interface for seamless navigation

To ensure accessibility, Chull OTT offers competitively priced subscription plans:

- Rs, 79 weekly
- Rs, 149 monthly
- Rs, 329 quarterly
- Rs, 579 annually

Through collaborations with regional creators, production houses, and telecom partners, Chull OTT is committed to nurturing the next generation of storytellers while

maintaining strict data privacy and cultural sensitivity standards.

Whether viewers are looking for compelling dramas, offbeat comedies, or thought-provoking documentaries, Chull OTT provides a bold new space for stories that resonate deeply and entertain widely.

Chull OTT: Where the fun, the fire, and the crazy come alive.

About Chull OTT

Chull OTT, a venture by Flickfusion Media INC, a USA-based digital entertainment company, is a global OTT platform designed to redefine storytelling with bold, diverse, and emotionally impactful content. Focused on delivering high-quality, ad-free experiences, Chull OTT serves both local and international audiences with a curated library of original series, films, and experimental narratives.

