

**'Behind a Billion Screens: What Television Tells Us About Modern India' book by Associate Professor Dr Nalin Mehta is national bestseller, features in New York Times**



Nalin Mehta's recently released book 'Behind a Billion Screens: What Television Tells Us About Modern India' is a **national bestseller in India** and receiving rave reviews from around the world. **The New York Times** devoted an entire column to the book, where the novelist Manu Joseph noted that "Mr. Mehta's book portrays a host of problems facing Indian television" and the link between media and the Indian democracy. Leading magazines and newspapers like **Mint, Outlook, Business World, Scroll, Yahoo** etc. have also carried long extracts and stories about the book that focuses on the wider social meaning of television and how it reflects the broader Indian story.

The Asian Age  
New Delhi, 20 May 2015

INDIAN TOP 10		BESTSELLERS	
<b>FICTION</b>		<b>NON-FICTION</b>	
1	ALL THE LIGHT WE CANNOT SEE Anthony Doerr Fourth Estate, ₹899	1	LOOKING AWAY Harsh Mander Speaking Tiger Books, ₹495
2	MEMORY MAN David Baldacci Pan Macmillan, ₹599	2	FAREWELL KABUL: FROM AFGHANISTAN TO A MORE DANGEROUS WORLD Christina Lamb William Collins, ₹599
3	THE IMMORTALS OF MELUHA (SHIVA TRILOGY) Amish, Westland, ₹295	3	BEHIND A BILLION SCREENS: WHAT TELEVISION TELLS US ABOUT MODERN INDIA Nalin Mehta HarperCollins, ₹699
4	THE PEARL THAT BROKE ITS SHELL Nadia Hashmi William Morrow, ₹399	4	THE TEARS OF THE RAJAS Ferdinand Mount Simon & Schuster, ₹799
5	THE GIRL ON THE TRAIN Paula Hawkins Doubleday, ₹599	5	THE RED SARI Javier Moro Roli Books, ₹395
6	THE OATH OF THE VAYUPUTRAS (SHIVA TRILOGY) Amish Westland, ₹395	6	ISIS: THE STATE OF TERROR Jessica Stern & J.M. Berger HarperCollins, ₹450
7	SLEEPING ON JUPITER Anuradha Roy Hachette, ₹499	7	MANDATE: WILL OF THE PEOPLE Vir Sanghvi, Westland, ₹195
8	MIGHTIER THAN THE SWORD Jeffrey Archer Pan Macmillan, ₹599	8	THE ADDICT: A LIFE RECOVERED Divya Sethi HarperCollins, ₹250
9	THE DISCREET HERO Mario Vargas Llosa Faber & Faber, ₹799	9	THE SPIRIT OF INDIAN PAINTING: CLOSE ENCOUNTERS WITH 101 GREAT WORKS (1100-1900) B.N. Goswami Penguin, ₹1499
10	THE BURIED GIANT Kazuo Ishiguro Faber & Faber ₹799	10	LEGISLATING FOR JUSTICE: THE MAKING OF THE 2013 LAND ACQUISITION LAW Jairam Ramesh & Muhammad Ali Khan Oxford, ₹495

The book has been trending at the top-end of the national non-fiction bestseller list in India since its launch on 8 May 2015 as reported by The Asian Age.

Introducing the book and the author Uday Shankar, CEO Star India says, "Nalin is probably the best media academic in India and this book is a seminal contribution to the debate about the role of the Indian media". The book was released on May 8, 2015 at a power-packed launch function in Delhi. Jawahar Sircar, CEO of Prasar Bharti, Rajdeep Sardesai, Consulting Editor India Today Group were panelists for the event, moderated by Vanita Kohli-Khandekar, author and Consulting Editor, Business Standard, were the panelists for the event. Mr. Sardesai said, "Indian television is dead and this book is its obituary", a view that Mr. Sircar strongly denied stating that the Doordarshan is still relevant.

