

## **Network of Indian Professionals goes Primetime on HumDesi Radio**

*Programming for South Asian professionals arrives on HD Radio*

New York, NY ([PRWEB](#)) April 30, 2009 -- The South Asian community is set to go live with HumDesi on HD Radio. The Network of Indian Professionals (NetIP), North America's premier non-profit networking organization for South Asians, and HumDesi Radio (HumDesi), North America's first Ethnic Digital Radio Network, have partnered to host 'PrimeTime with NetIP'.

During this regular show, leading business, financial, arts and media professionals will discuss issues such as; surviving the financial turmoil by leveraging South Asian roots; the political voice of South Asians; the face of the 21st century Indian American professional; and North American immigration

"NetIP and HumDesi Radio are both premier North American organizations. For us at NetIP, the synergy was obvious," says Sundip Arora, Vice President, External Affairs at NetIP North America. "We are embarking on increasing our national visibility and it was important for us to choose a partner that would help us realize our vision of making NetIP a household name in North America."

"HumDesi is very excited to embark on this partnership with NetIP. This fabulous and informative program will further enhance our reputation as North America's best source for South Asian radio content, says Prabha Selvadurai, CEO of HumDesi. "PrimeTime on HD Radio will allow our South Asian listeners access to valuable information on topics highly relevant to their day to day lives and is just one more reason for them to buy an HD Radio receiver for their car or home".

The first scheduled PrimeTime episode is set for May, live on the HumDesi Radio Network. It can be heard on HD Radio on 97.1 FM in New York, 105.9 FM in Los Angeles and 101.1 FM in Chicago with HumDesi's partner Emmis Communications; and on 103.5 FM in Washington DC through another HumDesi partner, Bonneville International Corp. Click here to keep informed about the guests and show dates - [NetIP Prime Time](#)

NetIP has chapters in 22 cities across North America with more scheduled to launch this year. HumDesi Radio broadcasts in 4 cities with more to follow later this year. With this partnership comes a great opportunity to leverage the reach of both organizations to bring awareness and knowledge to the South Asian community.

### About HumDesi Radio

A division of WorldBand Media LLC, HumDesi Radio's ('HumDesi') vision is to be "North America's leader in South Asian content and delivery". Led by a team of ethnic and mainstream media entrepreneurs, HumDesi understands the unique characteristics, demands and potential this market presents. HumDesi enables North America's South Asian population to have access to the highest quality content while at home, in the car or on the move; while providing an effective and reliable outlet for its partners and advertisers to reach this growing and largely untapped market segment. For more information, go to [www.worldbandmedia.com](http://www.worldbandmedia.com) or [www.humdesiradio.com](http://www.humdesiradio.com).



#### About NetIP

The Network of Indian Professionals (NetIP) is a professional, non-profit organization dedicated to the overall achievement and advancement of South Asian professionals. The primary focus of the organization is to foster a bond among South Asian professionals to unite and support each other locally, as well as to give back and contribute positively to the communities in which they live and work. NetIP evolved in Chicago in 1990 initially as a small-scale forum. Today, the organization includes over 3,000 members and more than 40,000 subscribers in 22 cities across United States and Canada. NetIP has become a premier networking brand in our community over the years. It is the unequivocal voice for an emerging group of South Asians, who excel in every aspect of western society, from business to politics to the arts. The rise of NetIP and its affiliated chapters reflects a general "Coming of Age" by South Asian professionals. For more information, go to [www.netip.org](http://www.netip.org)

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