



**MEDIA PACK**

# about us



“ Panjab broadcasting channel launched in early 2023.

We are a new exciting Sikh-based tv channel, broadcasting a variety of educational, representative and entertaining content for Sikhs worldwide. We aim to provide the very best in quality production, documenting the achievements of the Sikh community. You can watch us 24-hours a day on our online live stream, social media and on SKY TV 775.

# Sikhs in UK

There are approximately **30 million sikhs worldwide**, making sikhism the world's fifth-largest major religion. The uk census of 2021 showed **524,000 Sikhs** lived in England & Wales, this is an increase of 24% since 2011, we are approximately 0.9% of the uk population. **291,000 people** reported panjabi to be their main language, this is the fourth most spoken language in UK.

In 2014 it was reported the 'Sikh Pound' was worth **£7.63 billion**.

The BSR found two-thirds of british sikh:

Households (66%) have pre-tax incomes **above £40,000**, and over a third (34%) have a household income in **excess of £80,000**.

The report also stated one in three British Sikh families owned a UK business.



We feel Panjab Broadcasting Channel is the best way to advertise your Business to consumers.

**30 million**  
Sikhs Worldwide

**524,000**  
Sikhs in England & Wales

**291,000**  
Speak Punjabi in the UK

**£7.63 billion**  
Sikh Pound Worth 2014





# audience & reach

Panjab Broadcasting Channel aims to cover a range of views and opinions creating a diverse consumer for your business. A majority of our shows will be bilingual which will help reach both British Sikhs and those of Panjab heritage. We have dedicated teams in Panjab and across Europe Which will help advertise your brand whilst bringing us coverage of all major Sikh and Panjabi events. You can watch stream, our social media.

**sky**  
CHANNEL 775



# advertise with us

Whether you'd like to sponsor a programme or fund the production of a series. We are open to ideas and suggestions, we would love to work with you to serve the community whilst advertising your brand.

**Get in touch today**

**t:** 0121 269 0064

**e:** [info@panjabbc.com](mailto:info@panjabbc.com)

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SMS & Email Newsletter





PANJAB BROADCASTING CHANNEL

PBC



**TS**DESIGNS DESIGN  
WEBSITES  
PRINT.