



LYTUS 
studios


UAE | USA | India



Our World

Lytus Studios XR Pvt Ltd, a strategic media venture of Lytus Technologies (USA), is building a unified, next-generation digital content ecosystem through a suite of genre-specific digital streaming channels under the Lytus brand.

Designed to cater to diverse global audiences while staying rooted in Indian cultural and societal narratives, each channel will stream high-quality, curated content across video, audio, and interactive formats.

Our Channels

LYTUS
studios
XR



LYTUS
music

LYTUS
JUSTICE

LYTUS
ZEN

LYTUS
TAPASYA





Genre

Music Videos

Audio OTT

Artist Originals

Global & Regional



Music videos in Indian regional languages (Telugu, Tamil, Punjabi, Marathi, Bengali, Malayalam) scaling into Hindi, English, Arabic.



Independent music, artist originals, remixes, acoustic sets, and live concerts.



Audio streaming podcasts, DJ sets, folk revivals, devotional & mood-based playlists.



B2B licensing for sync deals, branded content & corporate use.

Goal: Build a globally recognized Indian-origin music channel with streaming, short-form, and long-form content that crosses borders and celebrates diversity.



ENTERTAINMENT
Your World. Your Screen.

Genre

Fiction

Non-fiction

Reality

Audio/Visual Series



Web series, audio series, interactive storytelling formats.



Short films, regional cinema showcases, comedy capsules, & social satire.



Game shows, talent hunts, pop culture chat shows, celebrity interviews.



Bilingual and multilingual content strategy to attract global audiences.

Goal: Create engaging, inclusive, and innovative entertainment that breaks traditional storytelling boundaries and connects with next-gen digital viewers.



Genre

Wellness

Health

Food

Travel

Home

Fashion



Original content on yoga, fitness, mental wellness, alternative therapies.



Food & nutrition shows, celebrity chefs, local street food tours.

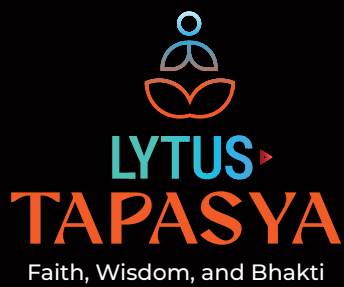


Home makeovers, sustainable living, mindful fashion, travelogues.



Podcasts and short-form reels with lifestyle influencers.

Goal: Become a trusted lifestyle destination that inspires healthier, mindful, and aspirational living for a global digital citizen.



Genre

Spirituality

Guided Meditation

Rituals

Mythology

Chanting



Live darshans, devotional bhajans, daily pujas, regional festival specials.



Mythological storytelling (Ramayan, Mahabharat, Puranas) in audio & video.



Expert talks from gurus, acharyas, and scholars on life, karma, and dharma.



Guided meditations, healing frequencies, Vedic astrology.

Goal: To be the most comprehensive digital spiritual network that connects viewers to India's eternal values and sacred traditions-globally.



Genre

Law

Governance

Crime

Civic Awareness

Social Justice



Legal literacy shows, real courtroom analysis, and explainer series.



Lawyer & judge interviews, landmark judgment breakdowns.



Crime shows, whistleblower stories, RTI activism, public interest litigation.



Youth-focused civic education content and student debates.

Goal: Democratize access to justice by simplifying the law, educating the public, and spotlighting social issues in a sharp, credible, and engaging format.



State-of-the-Art Production Infrastructure

At Lytus Studios XR Pvt Ltd, we are building a world-class content production facility designed to empower high-quality storytelling across music, entertainment, news, lifestyle, devotional, and legal genres. Our infrastructure is engineered for creative excellence and seamless broadcast-readiness.



Main Acoustic Studio

A high-performance studio ideal for entertainment, talk shows, and music production

Dimensions

31 x 44 feet

Lighting Grid

Fully integrated for instant shoot readiness

LED Wall

7 x 23 feet with programmable visual backgrounds

Camera Setup

9 full-frame digital cameras with a multi-cam online switch system

Audio Monitoring

Professional-grade acoustic monitors

Production Control Room (PCR)

16 x 12 feet, acoustically sealed for real-time production





Podcast & Set Design Facilities



Designed for immersive storytelling and custom show creation

Podcast Studios

2 dedicated podcast studios with complete acoustic and visual treatments

Creative Team

In-house creative team of experienced set designers

Technical Support

Fully equipped props library and high-spec technical support



News Broadcast Studio

Purpose-built for dynamic live news, talk shows, and infotainment programming



Studio Size

21 x 27 feet

Visual Setup

Dual 10-ft LED walls with L-shaped acrylic news desk

Equipment

Strauss lighting, teleprompter, and live switching integration

PCR

16 x 12 feet, acoustically optimized for live broadcast

All studios are acoustically engineered by leading consultants to ensure best-in-class sound and video fidelity.



Post-Production & Creative Services



An end-to-end finishing suite for broadcast-ready and OTT content

Editing

Non-linear editing bays operated by senior editors

Design

Advanced 2D/3D graphics and motion design systems

Editorial

Multi-genre script and content editing including news, fiction, branded content, and more



Strategic Location Hyderabad



We are based in the media and tech heart of South India

**Third Floor, Divyasree
Trinity, Lemon Tree
Hotel Road, Hitech
City, Hyderabad -
500081**

A 2-minute walk from Rayadurg Metro Station, amidst leading media houses and creative networks.



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A **LYTUS** Enterprise