



August 18, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

I write this letter to you to support the proposed Comcast-NBC Universal joint venture, which will further help the fast growing Asian Indian ethnic community in particular and South Asian community in general, to assimilate as well as help maintain their connection with local community in California and back home.

As the founder and Chairman of CineMaya Media, Inc, leading media and entertainment company, with multiple news publications, tv channels and radio network, (www.cinemayamedia.com), we have been serving Asian Indians in USA. We have been partnering with CrossingsTV, now market leader in multicultural television category, to serve the community with premium quality programming in all genre, news, current affairs, entertainment, education, social issues, spiritual and business. Asian Indian community in Central Valley has been present for more than five decades, and fully involved in every aspect of life. Comcast has been very supportive of our community through continued support and CrossingsTV on Comcast has served our community immensely. The connection is growing stronger every day.

This merger will help Comcast become stronger and allow larger association with CrossingsTV in California in immediate future, especially in the Bay area, where Asian Indian growth and success in technology and entrepreneurship has been historic. We will be able to help connect with India and Indians around the world through international quality programming on CrossingsTV to the community on Comcast and make it a stronger platform.

I look for such approval in immediate future that is much needed and timely.

Best regards

A handwritten signature in black ink, appearing to read "Sunil Hali".

(Sunil Hali)

Chairman and Publisher

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