

Sahara One Media And Entertainment Limited

Don, Bluffmaster, Krrish, Bhuvan to compete for 'FILMY Person of the Year'

Viewers can now decide on Bollywood's most influential personality

Mumbai, December 01, 2006:

Competition couldn't get any hotter in Bollywood - heavyweights with diverse talents will now vie for the '**FILMY Person Of The Year**' title to decide who has had the maximum impact on Bollywood in 2006! **FILMY**, India's Youngest Hindi Movie Channel, today announced the 5 nominees for the '**FILMY Person Of The Year 2006**' - Shah Rukh Khan, Abhishek Bachchan, Hrithik Roshan, Aamir Khan and Himesh Reshammiya.

Movie buffs now gets an opportunity to vote for their favorite star who has contributed to the Bollywood industry in 2006. The nominees for the award have been chosen by **FILMY** on the basis of the work done by them in 2006, the success of the work and the news value.

Shah Rukh Khan continues being the King Khan of Bollywood with two of the year's biggest releases - KANK and Don this year. He is the brand ambassador for a premium international brand Tag Heur, thus increasing the repertoire of endorsed brands. He is currently making big headlines with his new assignment KBC 3 to be hosted by him on Star Plus.

Current heartthrob **Abhishek Bachchan** has finally consolidated himself as one of the leading Bollywood stars. He's entered the prestigious Karan Johar camp with KANK followed by Dhoom 2 and now there are great expectations of him from Mani Ratnam's Guru.

India's first superhero, **Hrithik Roshan** has made an unprecedented impact on Hindi films with his portrayal of Krrish. Known for his amazing dancing skills, is now also being recognized as the sole reason for Dhoom 2's success. He has commanded a higher billing than all other stars in Dhoom 2, despite playing the negative role.

Aamir Khan, star of many super hit films like Rang De Basanti & Fanaa has ruled the industry with his charisma for a long time. He ruled the emotions of the Indian populace with the RDB effect and lived up to his reel image in real life by standing up for the Narmada issue.

And last, but not the least we have none other than **Himesh Reshammiya**, who has delivered the maximum hits as a singer/composer this year. He even became the first Indian singer to perform live at the Wembley Hall. His US-UK tour consumed more newsprint than even the SRK-Salman tour!

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'**FILMY Person Of The Year 2006**' is the only award in the country purely based on the viewers' choice. Through this initiative FILMY showcases the stars who have had maximum impact in the Bollywood industry.

Ashutosh, Business Head, FILMY said, 'Innovation has always been FILMY's hallmark. Today, there is no single award in the country that recognizes a person's total impact on Bollywood. Our unique concept will be the 'BAAP of all Bollywood awards' – **FILMY Person Of The Year** will recognize the holistic contribution of an artiste to the industry during this year'.

Shailesh Kapoor, Marketing and Content Head, FILMY adds, "We firmly believe that our newest property '**FILMY Person Of The Year**' will become the undisputed measure of the one Bollywood personality in the whole country who commands the highest love, respect and admiration of all Indian cine buffs."

FILMY's latest initiatives on the programming front are the launch of Hollywood dubbed films. The slot aptly titled **Firangi FILMY** will have Hollywood films dubbed in Hindi in typical FILMY style. FILMY, has also launched one of the biggest Bollywood properties of all time, '**FILMY Stock Exchange**' – India's first virtual exchange.

FILMY is much more than just a Hindi films channel with all the fun and irreverent original content. '**FILMY Person Of The Year 2006**' is one of the key moves to keep the promise of delivering exciting and fun-filled content to its viewers.

FILMY, its innovative original programming concept & also its selection of movies have been very well accepted by the viewers. It has already reached a level of 54 GRPs according to TAM and attained a Reach level of 40% in week 46.

Promos announcing the concept of the award and the nominees will go on air from Dec 5 to Jan 15. So who will catch the imagination of the Gen Next, win the maximum number of votes & become the 'Raja of Bollywood'? Cast your vote today by sending the SMS **PERSON** to **9090**, and watch out for who wins the '**FILMY Person Of The Year 2006**' award!

About FILMY

FILMY, a Sahara One Network Creation is a digitally encrypted Hindi Movie channel, which aims to redefine how cinema is consumed on television. We deliver the biggest Bollywood blockbusters, spiced up with a dash of fun and irreverent original content. This unique movie presentation format combined with FILMY's slick and new age packaging promises to enthrall the viewers with a stress-free movie viewing experience.

FILMY, is a part of Sahara One Media And Entertainment Limited, which also includes Sahara One Motion Pictures — India's largest player in the motion pictures business – and Sahara One Television, the popular General Entertainment Channel.

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