



## **Hrithik Roshan is the FILMY Person Of The Year 2006**

**Mumbai, February 15, 2007...** Year 2006 has been a great success for the sensational heartthrob Hrithik Roshan with successful blockbuster films like Krrish and Dhoom II. This was however not the end of the success story for the star, as adding to his bag of bouquets was him winning the **FILMY Person Of the Year 2006** award.

**FILMY Person Of The Year** is the only award in the country that recognizes a person's total impact on Bollywood. The nominees for the award were chosen by FILMY on the basis of the work done by an individual in Bollywood in 2006, the success of the work, and the news value generated by the individual. The winner profiles were aired on FILMY, for the viewers to decide and vote through SMS, who they felt best deserved the award.

Hrithik Roshan received the maximum SMS's and thus won the title beating other stalwart nominees like Shahrukh Khan, Aamir Khan, Abhishekh Bachchan and Himesh Reshamiya.

Speaking on the occasion **Mr Shailesh Kapoor** Marketing and Content head FILMY said "FILMY always strives to do something different for its viewers, thus the FILMY Person of the Year award was conceptualized and executed where the viewer got to choose his/ her FILMY person based on certain criteria. FILMY Person of the Year will be an annual property of FILMY and I am glad that Hrithik Roshan was the first to be awarded the FILMY Person of the Year. The viewers collective choice was Hrithik who is known to be very dedicated and sincere towards his work. His persistent perseverance should bring him more glories in the future".

### **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.

## **MEDIA CONTACTS**

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