

# Sahara One Media And Entertainment Limited

## **FILMY Bags Two Gold at PromaxBDA Asia Awards**

**Mumbai, November 9, 2006:** Continuing to ride on its wave of success, FILMY, a Sahara One Network's Hindi movie channel, has grabbed two Gold Awards at the Promax & BDA Asia, 2006 Awards at Singapore. The channel, launched February this year, bagged the awards for the Best Movie Promo for 'Hanuman' and the Best Comedy Promo for 'Ek Lallan Anek Lallan'.

Ashutosh, Business Head - FILMY, says: "It's an honor for a young channel like ours to receive these prestigious awards. FILMY is not even a year old and has gained immense popularity and recognition amongst its viewers within a short span of time. We were competing on six months of work, vis-à-vis a full year's work for other channels, so it's even more exciting."

Mukul Misra, Creative Director - FILMY, further added: "These awards are a recognition of FILMY's excellence in branding, packaging and programming. After our four awards haul at the India edition of the Awards, we are making winning a habit. And with the one of the best creative teams in the business working on the channel, we are sure to win some more in the coming months."

FILMY is the only Hindi movie channel in India to showcase significant original programming besides telecasting movies. Lallan, whose character promo won the Gold for Best Comedy Promo, has been a huge success for the channel in the Hindi masses.

Amongst its recent initiatives, FILMY has made some key moves on the content front, with its launch of Firangi FILMY, a slot for Hollywood films dubbed in Hindi in typical FILMY style, aired every Friday at 8 PM. To add to the fun, these films are presented by stand up comedy kings – Sunil Pal and Raju Srivastava.

Cementing the commitment further to give viewers the best entertaining movies, FILMY will air hits like Khosla Ka Ghosla, Gangster and Corporate, and niche films like Tathastu and Bas Ek Pal.

Another recent innovation, the FILMY Stock Exchange – India's first virtual exchange, trading Bollywood stars, has become a national rage and crossed 1 lakh registered users.

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## **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 filled 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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