



Sahara One's FILMY signs AMO as creative agency

Sahara One's upcoming Hindi Movie Channel FILMY, due to launch end-October this year, has identified its Creative Agency.

Announcing this, Shantonu Aditya, CEO, Sahara One, said, "I'm happy to say that we have finalized AMO Communications as the Creative agency for our upcoming channel – FILMY, which will present a whole new world of Bollywood entertainment with engrossing movies and innovative programming, all presented in a unique style."

Elvis Dias, Managing Director, AMO Communications Pvt Ltd, said, "AMO is privileged to have this opportunity to work on so unique and distinctive a channel. FILMY is sure to win the eyeballs of the masses as well as the competition by virtue of the fact that it is such a unique and entertaining concept. We are going at it with all guns blazing. I'm sure FILMY will be a big success."

Planned for an end-October launch this year, FILMY will put to good use Sahara One's strong library of movies, as also the leadership position of Sahara One Motion Pictures – the country's largest player in the motion pictures arena with over 40 movie projects in hand, of which more than 20 are on the floor.

"We plan to put our leadership position in the Motion Pictures business and our strengths in the GEC Television arena to good use. The core team of Filmy has crafted out the channel personality, programming, look and feel, and we are extremely excited about the way things have shaped up for the new channel," Aditya said.

On why he feels AMO bagged the FILMY account in a multi-agency pitch, Dias says, "While everyone would like to claim that they have great ideas to entertain the masses who mainline on the small screen, I'd say we bagged this prestigious account due to the fact that the passion of my team matched that of the team at FILMY, who also liked our ideas for the upcoming channel."

Media Contacts

PAVAN R CHAWLA
Head – PR & Publicity, Sahara One.

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CEO – Sahara One

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ELVIS DIAS

MD – AMO Communications Pvt Ltd

