



Sahara One Motion Pictures innovates for forthcoming film

HOME DELIVERY is the first movie to deliver a Video Website!

www.homedeliverythefilm.com

- Vivek Oberoi, Boman Irani, Ayesha, other stars shoot for the site
- Boman Irani greets visitors for virtual tour to meet film characters
- Broadband and HTML site for optimum surfing pleasure!

Sahara One Motion Pictures, the biggest player in the business in India, has launched the nation's first Video Website.

The much-awaited film *Home Delivery* has become the first Bollywood film that has chosen to create a video website, with the entire cast of the film - including Vivek Oberoi, Boman Irani, Mahima Choudhary, Ayesha Takia, Saurabh Shukla and Tiku Talsania - shooting especially for the website.

Directed by successful director Sujoy Gosh, *Home Delivery* is the entertaining story of how it takes just a single day to change a person's outlook on life forever.

Says Sandeep Bhargava, Chief Operating Officer, Sahara One Motion Pictures, "It is a matter of great pride for us to have launched the nation's first video website, and it is especially satisfying that the first video website in the country is for a Bollywood film that has been produced by Sahara One Motion Pictures. We commissioned Hungam-IndiaFM to script and direct the interactive elements of the website.



"www.homedeliverythefilm.com will provide visitors an extremely engaging and interactive online experience. As the user clicks, he is welcomed by the pizza delivery man played by the versatile Boman Irani, who takes the user on a virtual tour to meet the characters in their individual settings, at their personal best - interacting with the users through dialogue and actions."

SANDEEP BHARGAVA

Chief Operating Officer, Sahara One Motion Pictures

"The interactive experience through video should help users remain on the site for longer. The longer they stay, the more connected they become with the movie, and the higher the probability that they'll go out to see Home Devliery when it is released."

PRITI SHAHANI

Head - Marketing, Sahara One Motion Pictures

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As the user clicks on and enters **www.homedeliverythefilm.com**, he is welcomed by the pizza delivery man in Home Delivery (played by the versatile **Boman Irani**), who takes the user on a virtual tour to meet the characters in their individual settings, at their personal best - through dialogue and actions.

www.homedeliverythefilm.com offers optimum levels of surfing pleasure for all kinds of internet connections. It has both -- a **high-res broadband version**, and a lower res **HTML version**.

Speaking on the inspiration behind this unique venture, **Priti Shahani, Head of Marketing, Sahara One Motion Pictures**, says, "We were looking for innovative means to promote the movie online, and wanted something that was totally new to India... we particularly wanted to break the mould followed by the industry as we believed that technology offers tremendous and as yet under-utilised scope for film promotions." Explaining that the concept is definitely a benchmark when it comes to movie websites, Shahani says, "The longer users stay on the site, the more connected they become with the movie, and the higher the probability that they'll go out to see the feature film when it is released," says Shahani.

Says **Carlton D'Silva, Creative Director, Hungama.com**, "Sahara-one Motion pictures required a website to compliment the film. Creating a video website was an apt way to promote the film as people can relate to each character and get a feel of their mannerisms. At the same time users could have a little fun while they are surfing".

D'Silva adds, "As technology evolves and connectivity becomes more accessible, video websites will become the trend of the next few years. More brands and producers will look at doing the same, as the quality of interaction would be greater and the results better."

To know more about **Home Delivery** -- the film, downloads, synopsis and cast introductions -- log on to **Bollywood's first video website for a movie**, **www.homedeliverythefilm.com** and get up close with the stars of **Home Delivery!**



Media Contacts

PAVAN R CHAWLA
Head – PR & Publicity
9819293932; 55728903; 55524249
pavan@sahara-one.com

PARAG DESAI
9820062082
parag@movies.sahara-one.com