

# Sahara One Media And Entertainment Limited

Mumbai May 2006

## **FILMY SETS THE BENCHMARK FOR MASS CHANNELS**

**The Hindi movie channel breaches the popularity levels  
of established channels like Star One within 90 days!**

**Mumbai, May 15 2006** – FILMY, within 90 days of its launch, has attained popularity on the basis of the quality of movies and innovative approach towards programming. FILMY introduced the pioneering concept of movies being anchored by individual characters. The Channel opens at 53 GRPs this week!

FILMY has proven to be a runaway hit, registering 53 GRPs this week within 90 days of its launch! Thus it has already reached the levels of established mainstream channels like Star One which are much older.

Said **Shantonu Aditya, Chief Executive Officer, Sahara One Media And Entertainment Limited**, “With the launch of FILMY, we wanted to highlight on our long-term commitment to driving novelty and production quality in Hindi programming. The tremendous viewers’ response to the two movies in the morning format has prompted us to make it a permanent feature on the channel. FILMY’S success yet again proves how good Content and Marketing can work wonders.”

Commenting on this, **Ashutosh, Business Head, Filmy** said “FILMY has not only gained popularity amongst the viewers but also has carved its niche among the advertisers. Our SEC, age and market profile are significantly more advertiser friendly than other channels prompting companies from across industry segments like FMCG, Durables, Services etc. such as Gillette, Videocon, BSNL and Kinetic and others being added to our portfolio. “

FILMY, with its base line - ‘*Maa Kasam FILMY Hai*’ – launched on 12<sup>th</sup> February 2006, presents its viewers pure entertainment that is more than just Hindi movies. For the first time in the genre of Hindi movie channels, FILMY is presenting original programming in its trademark ‘fun & irreverent’ attitude.

FILMY, whose viewership extends to the entire country, has continued its climb through the ratings with blockbusters like Sarkar , No Entry, Run, Fareb, Jo Bole So Nihal and the recently concluded BSNL Eurasia Cup.

### **About FILMY**

FILMY, a Sahara One Network Creation and a digitally encrypted pay Hindi Movie channel, is being launched on 12 February 2006 with the Mission to deliver movie content in an exciting and fun-filled way that redefines how cinema is consumed on Television. With an irreverent and fun-filled approach to presenting the best of movie entertainment, FILMY is the Number One Movie Channel of India because of its innovative programming and marketing ideas; the fact that it has a proportion of original programming much higher than par for the genre; its slick and stylish new-age packaging and the quality of audiences it will deliver to advertisers and the trade. One of the USPs of FILMY’S fun and irreverent programming is a unique flagship set of characters who indulge viewers in a mix of narrative and humorous programming that makes for the complete movie viewing experience with all the fun and entertainment that Hindi films stand for.

Corporate Office: Sahara One Towers, Kamala Mills Compound, Lower Parel, Mumbai - 400 013. Tel.: +91 22 5552 4200 Fax: +91-22 5561 8770  
Registered Office: Sahara India Point, S. V. Road, Goregaon (W), Mumbai - 400 104



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FILMY, a Sahara One Network creation, is part of Sahara One Media And Entertainment Limited's strong bouquet, which 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

Sahara One Media And Entertainment Ltd

**AMIT ANSHU**

*Sahara One Media And Entertainment Limited*

+919819616582; 55524242; [amit@tv.sahara-one.com](mailto:amit@tv.sahara-one.com)

Sampark Public Relations

Manish Shandilya-9892400883

Neha Lohani -9322815881,

Rosanne Rodricks-9820115421

Tel.: 022--22025550

[samparkpr@gmail.com](mailto:samparkpr@gmail.com),

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