

Sahara One Media And Entertainment Limited

FILMY launches India's First Virtual Stock Exchange - FILMY Stock Exchange

The ultimate entertainment gaming destination to buy shares of your favorite stars

Mumbai 8th September, 06: FILMY, India's youngest Hindi movie channel, has launched one of the biggest Bollywood gaming properties of all time, the **FILMY Stock Exchange (FSE)**. Well known actor Arshad Warsi, who's the brand ambassador for FSE, launched the game at a press conference held on the Hilton Towers, Mumbai, today.

FILMY Stock Exchange gives Bollywood fans an opportunity to 'own' their favorite stars. The game will begin from **October 1**, and can be played on the mobile and the Internet. Registered users get 1000 FILMY Rupees (FRs) to create their portfolio of stars. The stock prices will change every hour on the basis of trading trends, box office performance, and industry news and gossip. Players can redeem their surplus FILMY Rupees for big, exciting prizes.

Shantonu Aditya, CEO, Sahara One Media And Entertainment Limited, said: "In today's media scenario, interactivity and convergence are key to a brand's growth. After the successful launch of FILMY earlier this year, FSE is a cutting-edge initiative to take the channel's brand proposition of forward."

Arshad Warsi, fresh from accolades on his performance in Lage Raho Munna Bhai, explained why he decided to associate with FSE: "The idea of FILMY Stock Exchange is fascinating. The younger audience is going to connect with it very well, because for them, there can't be a more engaging way of learning the workings of a stock exchange. It's simple and fun to play, and there are prizes to be won as well. The moment FILMY pitched me the concept, I decided I had to be a part of it."

FILMY has already been appreciated for its programs and anchors, and with FILMY Stock Exchange, the channel continues to deliver on its promise of original film-based content. **Ashutosh, Business Head, FILMY**, comments: "FSE is not only an engaging property for our viewers, it's also an extremely good brand for our advertisers to associate with. The span of FSE is across various media – television, mobile, Internet, radio, print and more. It is a multi-media property in the true sense of the term."

MSN India is the official web partner for FILMY Stock Exchange. On the mobile, the game can be played on the mobile short code 9090.

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.

Corporate Office: Sahara One Towers, Kamla Mills Compound, Lower Parel, Mumbai - 400 013. Tel.: +91 22 3332 4200 Fax: +91-22 3331 6170
Registered Office: Sahara India Point, S. V. Road, Goregaon (W), Mumbai - 400 104



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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

Sahara One Media And Entertainment Ltd
AMIT ANSHU: +919819616582; 55524242;
amit@tv.sahara-one.com

Sampark Public Relations
Urvi Joshi – 9819133340.
Tel.: 022-22025550
samparkpr@gmail.com.

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

