



Press Release

Miniplex, ChotaParda, Bada Premiere!!

Shemaroo Entertainment Ltd launches Miniplex first of its kind movie premiere service on Airtel Digital TV

02nd November'15, Delhi: Shemaroo Entertainment Limited, India's leading entertainment content house has announced the launch of **Miniplex, a first of its kind movie premiere service on Airtel Digital TV** at a press conference in Delhi today. The occasion was graced by **Mr Hiren Gada - Director, Shemaroo Entertainment Limited** and **Mr. S. Sriram, CMO – Airtel Digital TV**. Miniplex will Premiere one movie every Friday for the first time on Indian Television. In addition, it will also showcase carefully chosen recent movies. Miniplex is an AD-Free, subscription-based service.

In future, in addition to DTH, Shemaroo also plans to launch Miniplex across various other platforms, like cable, online etc. in a phased manner.

Hiren Gada - Director, Shemaroo Entertainment Limited, shared his thoughts on the occasion, "Miniplex is a richly curated movie premiere service and we are glad to launch it with a partner like Airtel Digital TV. We have seen that, apart from the top few movies of the year, audiences end up missing most movies in theatres. Very often TV channels too don't carry many such movies and so consumers don't have access to these movies. With Miniplex, we hope to bridge this gap. In addition, we have also picked good recent movies, which may have already premiered on TV, but don't get telecast often."

S.Sriram, CMO – Airtel Digital TV added, "As a customer focused brand, we at Airtel constantly strive to introduce innovative products & services with an aim to enhance our customer's TV viewing experience. We are therefore happy to partner Shemaroo for the launch of Miniplex which is an innovative service to enable movie buffs to catch up on latest blockbusters in the comfort of their home at an affordable price".

Miniplex is a **cross platform subscription-based movie premiere service** that will provide the audiences a unique opportunity to view Premiere and also Premium movie content for a nominal monthly subscription fee. The service will offer an un-paralleled experience to the movie viewers with ease of consumption as movies are scheduled at fixed timings throughout the day. Hence the viewers have the option of watching the movie at their convenience and leisure. The service is designed such that it gives the audience theatre-like-feel at home.

It is a subscription based service that can be watched on channel number 162 on Airtel Digital TV at a nominal fee of Rs 60/- per month or Rs 3/- daily. To activate the service, Airtel Digital TV customers will have to give missed call to 8800388002.

About Shemaroo

Celebrating the golden jubilee, Shemaroo Entertainment Ltd (BSE Scrip Code: 538685; NSE Scrip Code: SHEMAROO) is among few entertainment companies that has hallmarked several pioneering efforts with its innovative and out-of-the-box thinking. Founded in 1962, Shemaroo Entertainment Ltd is an established Filmed Entertainment “Content House” in the country, active in **Content Ownership, Creation, Aggregation** and **Distribution** with a large content library of over 2800 titles.

Shemaroo is engaged in the ***distribution of content*** for ***satellite channels, physical formats*** and ***emerging digital technologies like the Mobile, Internet, Broadband, IPTV*** and ***DTH*** among others. With its partnership with the major telecom operators and other digital media platforms, Shemaroo is at the forefront of the digital age. The company has also tied up with many content providers across the country. The “Shemaroo” brand today is synonymous with quality entertainment in the Indian entertainment eco system. For further Information, please visit www.shemarooent.com

Product Note: Miniplex

- 1 movie Premiere every Friday
- Ad Free
- Subscription based
- The service will focus on two categories of movies:
 - **Premieres** – One Premiere movie will be showcased on television for the first time every week. Eg: Ankhon Dekhi, John Day, Badlapur Boys, Zed Plus, Uvaas etc. In line with Bollywood practice of releasing new movies on Friday, this service will showcase a new premiere launch on Friday of every week with repeated shows through the day as well as Sundays, and also with one repeat telecast every day of the week.
 - **Other Recent Movies** – During the other days of the week, the service will showcase one new popular movie every day of the week with repeated telecasts through the day. Eg: Special 26, Cocktail, Oh My God, Dor etc.
- There are no more hassles of remembering timing of a movie. The time slots of the movies are fixed. The 1st show starts at 12 am, then 3am, 6am, 9am, 12pm 3pm, 6pm and the last show is at 9pm. Also only one movie will be run the whole day on the channel.