



FILMY Makes Big Impression on World Stage

Bags Seven Promax & BDA World Awards

Mumbai, June 15, 2007: FILMY, having just entered into its second year of existence has won seven awards at this year's Promax & BDA World Awards, held in New York on Jun 13 and 14. FILMY won the awards in various categories from best print campaign, to best interactive promo, to best direction etc.

FILMY Stock Exchange, the first of its kind virtual exchange launched by FILMY, to trade in Bollywood stars, won four awards in total. The bundle of Rupees Five Hundred look alike FSE branded notes, with celeb pictures and bundled together in a typical fashion of bank note bundles, which was used as a direct mailer for advertiser trade and on ground promotion, bagged two awards, a BDA World Gold and the Promax World Bronze. The FSE promo bagged a BDA Silver for the best interactive application promo and a BDA Bronze for the best promo for a website.

Continuing to ride on its wave of success, FILMY also won the Promax Gold for the best promotion for 'Made for TV films', with its promo for 'Short Films On FILMY'. This promo also won the Promax Silver for the 'Best direction of a promo'. The FILMY pre-launch campaign won a BDA bronze, thus totaling the tally to 7 Promax & BDA World awards.

Recently FILMY bagged the 'Best print ad' Promax Gold award for 'FILMY Person Of The Year' ad, and the 'Best script' Promax Gold award for the '10-3-8' promo at the Promax & BDA India awards.

FILMY has always believed in delivering quality entertainment to its viewers. Shailesh Kapoor, Marketing and Content Head, FILMY says, "It gives us immense satisfaction that both, our marketing and programming initiatives have received such complete acceptance from our viewers and also fulsome praise in the media marketplace. Winning prestigious awards such as these, yet again, has firmly established FILMY's top-notch execution of innovative concepts in programming, marketing and on air promotions. We shall continue to strive for excellence in as entertaining and innovative a manner as possible".

Cementing our commitment further to give viewers the best entertaining movies, FILMY will air hits starting with Umrao Jaan on Sat, June 28 at 8 PM, followed by Guru and Nishabd in the coming months.

About FILMY

FILMY is a digitally encrypted pay Hindi movie channel, which has redefined how cinema is consumed on television. We deliver the biggest Bollywood blockbusters, spiced up with whole loads of fun filled 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.

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 CONTACT

FILMY

AMIT ANSHU: +919819616582; 67524242

amit@tv.sahara-one.com