



Press Release

Miniplex, ChotaParda, Bada Premiere!!

Tata Sky with Shemaroo launches 'Miniplex' - premiere movie service with a twist

9th November'15, Mumbai: Tata Sky, India's leading DTH player announced a tie up with **Shemaroo Entertainment Ltd.**, India's leading entertainment content house to launch **Miniplex, a unique subscription-based movie premiere service.** 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 addition to DTH platforms, Shemaroo also plans to launch Miniplex across various other platforms, like cable, internet, etc. in a phased manner.

Hiren Gada - Director, Shemaroo Entertainment Limited, shared his thoughts on the occasion, *"Miniplex is a subscription-based movie premiere service curated to cater to movie lovers across the country. We are glad to tie up with Tata Sky for this service. Tata Sky consumers can now enjoy world television premiere of movies on every Friday. Not only this, other movies showcased on the channel are carefully selected set of movies that are not telecasted on television so often."*

The 'Premieres' are movies which have been recently released with quality content supported by a talented star cast and were created using a limited budget. The 'Premieres' are supported by 'Premiums' which are movies released post 2005 with great watch value. 'Premiums' are showcased for 5 days of the week with everyday featuring a new movie.

On the occasion of launch, **Paolo Agostinelli, Chief Content & Business Strategy Officer – Tata Sky** said, *"To satisfy our subscriber's hunger for refreshing content, we were glad to tie-up with Shemaroo to provide this collection of movies under the new service called Miniplex. The day-long movie timings, enriched content with the novel concept of premiere and premium movies ensure the movie-buff's of Tata Sky have entertainment on their fingertips 24x7."*

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.

Miniplex on Tata Sky can be subscribed at Rs 60/- per month. To activate this service, consumers will have to give missed call on 92308 92308. HD subscribers can enjoy the service on channel number 298 and SD subscribers can go to 298 for the same service.

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

About Tata Sky

Launched in 2006, Tata Sky is a JV between the TATA Group and 21st Century Fox. The company has invested in state-of-the-art digital infrastructure, partnered with global leaders to provide superior technology and set-up high-end 24x7 call centers across the country manned by multi-lingual customer service associates.

The Tata Sky brand has achieved significant milestones, industry accolades and is rated as the No 1 DTH brand by the ET Brand Equity 2012 most trusted brand survey. Recently Tata Sky+ HD has been rated as the 'Product of the Year', 2013 in the DTH category. The company currently has a presence in 36,000 towns with over 14.5 million connections.

For more information on Tata Sky, visit www.tatasky.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. E.g.: 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.