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MAX SIGNS UP MANDIRA TO BEGIN 2004 WITH 11-CITY EVENT *MANDIRA AAPKE GHAR!*

Top television star Mandira Bedi, whose association with the Cricket and Movie programming on premium Movies and Events channel MAX catapulted her to superstardom and made her a household name across the length and breadth of India, has formalized her association with MAX.

Announcing this, Rajat Jain, Executive Vice President & Business Head – MAX, said, “I am happy to inform you that Mandira Bedi has signed an exclusive contract with MAX for Movies and Events like Cricket. Under the contract, Mandira will contribute to MAX’s Programming and Marketing initiatives.”

“Mandira has been actively associated with MAX for close to a year now with two of our biggest innovations, *Extraaa Innings* and *Extraaa Shots*,” said Mr Jain, adding, “And we have some more exciting and interactive avenues that will have Mandira and MAX take the passion of Movies and Events to our millions of viewers across the country.”

Mandira Bedi said, “I’ve been so closely associated with MAX’s programming over the past year that I’ve always felt I’m part of the MAX family. So in effect, this contract is formalizing a lovely relationship. I’m sure we’ll do a lot together for the millions of lovers of Movies and Events on MAX.”

MANDIRA AAPKE GHAR TO KICK OFF IN LUDHIANA: Mr Jain revealed that MAX’s next unique ground promotion will center around Mandira. “I am pleased to announce that we plan to take the *deewanapan* of Movies and Events to MAX viewers across the country in key cities and towns, with **Mandira Aapke Ghar**, This will break on January 10 in Ludhiana, and will travel to Amritsar the next day. Across the next three months, Mandira will visit homes of MAX viewers and spend exclusive time with their families. The big idea is to take Mandira to the ground, to meet and connect with MAX viewers who are also her great fans, and to increase the saliency of MAX, which has always believed in innovative and personalized promotions and ground events.”

“Mandira has been associated with MAX with two of our biggest innovations, *Extraaa Innings* and *Extraaa Shots*, and I am pleased to announce that we plan to take the *deewanapan* of Movies and Events to MAX viewers across the country with our latest promotion, *Mandira Aapke Ghar*, with which MAX will open the New Year. This will break on January 10 in Ludhiana.”

RAJAT JAIN

EVP & Business Head - MAX

“I’ve always felt I’m part of the MAX family, so this contract is formalizing a lovely relationship. I’m sure we’ll be able to do a lot together!!’m looking forward to more good things with MAX!”

MANDIRA BEDI



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Mandira Aapke Ghar will also specifically promote MAX's innovative in-film infotainment called *Extraaa Shots*.

To have Mandira visit their homes and meet with their families, MAX viewers took part in an on-air contest and answered a simple question. From a shortlist closed on the 5th of January, the channel will select the final winners, and Mandira will visit the homes of two to three winners per city.

On her forthcoming visits to Ludhiana and Amritsar, Ms Bedi said, "For me, visiting the homes and cities of MAX viewers will also be my way of saying 'thank-you' to all my fans who have had such a big role to play in my success not only on MAX, but in everything else that I do." She said that she was very happy to have signed up with MAX, "because this is a channel that combines the two biggest passions of entertainment – Movies and Cricket, both of which are also my own favourites."

Speaking on the channel's choice of Mandira for the new ground promotion, Mr Jain observed, "Mandira has become a new-age icon representing the aspirations of millions of women who are coming out of the kitchen and of age, as it were. She has established herself as a firm favourite in the hitherto male territory of Cricket presentation. Glamorous yet real, beautiful, intelligent, charming, assertive and enduring -- these are some personality traits we believe Mandira shares with our channel."

"Mandira connects with every kind of viewer, and we are confident that on-ground too, she will be as happily received as she has been on air," Mr Jain said, adding, "I am sure MAX and Mandira will continue to do a lot of great work this year too, and **Mandira Aapke Ghar** is a great way for MAX to begin 2004"

City-wise schedule of MANDIRA AAPKE GHAR

<u>DATE</u>	<u>CITY</u>
10 January	Ludhiana
11 January	Amritsar
17 January	Varanasi
24 January	Nagpur
31 January	Aurangabad
07 February	Meerut
28 February	Surat
06 March	Jaipur
13 March	Hyderabad
20 March	Indore
27 March	Kolkata

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