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## **The Years Biggest Blockbusters Now Showing On MAX** **Sunday afternoons get bigger and better...**

**MAX**, the ultimate destination for premium movies and special events has always believed in bringing its viewers the biggest and best in entertainment. On the eve of the New Year, MAX makes clear its intentions for the New Year - the biggest blockbusters of the year, still showing in theatres, will now be shown only on MAX. Viewers will now get to watch the biggest movies like ***Veer-Zara, Mangal Pandey, Parineeta, Kaal, Iqbal, Dus, Waqt – the race against time*** and many more **every Sunday at 1.00pm.**

**Albert Almeida, Executive Vice President & Business Head, MAX**, said, *“MAX reflects the passion of a cinema-crazy nation and true to its proposition of bringing its viewers the biggest and best in entertainment, the channel today boasts of an enviable bank of blockbuster film titles. As we get into the New Year, MAX promises its viewers a veritable feast every Sunday with a line-up of mega blockbusters week after week. With the above array of movies, viewers can be sure they will be treated to an experience that is truly Deewana bana de.”*

MAX has always been a step ahead with its innovative and pioneering concepts, whether it's the unique programming initiatives or unconventional marketing ideas. Keeping this in mind, MAX had launched 'Sunday House-full' where viewers enjoyed a treat of three contemporary movies telecast back-to-back between 9 am and 9 pm on Sundays. Now Sundays get even bigger and better with the line-up of blockbusters Max has announced.

In keeping with its reputation of promoting and marketing its initiatives in a unique manner MAX will release a campaign that reflects its 'Deewanapan' for Movies yet again. The campaign highlights the fact that only MAX brings the biggest blockbusters of the year, (many of which are still showing in theatres) home! The campaign consists of a very entertaining spot on-air and is backed by extensive outdoor, print and radio support. Out of home initiatives like a van campaign (across ... cites and towns) and presence in multiplexes and cinemas will further fuel the buzz.

Speaking on the campaign, Mr. Almeida, added *“MAX has consistently set benchmarks in the industry with its innovative marketing and promotional campaigns, receiving accolades in India and internationally. This time too, supported by an innovative and groundbreaking campaign, the big blockbusters on MAX are sure to enthrall viewers and re-enforce MAX's commitment of fuelling their passion for movies.”*

So get ready for the blockbuster treat of a lifetime and a New Year filled with Movies and Cricket on MAX, that's sure to keep you glued. After all that's why the world says MAX – Deewana bana de!

**Remember to catch these Premium Movies on your ultimate movie destination, MAX!**  
**Every Sundays, 1.00pm.**

**About MAX**

MAX, India's premium Movies and Special Events channel, backed by Sony Pictures Television International (SPTI), provides its viewers with the biggest and best of Hindi Movies and Special Events including the best limited overs ICC Cricket tournaments all the way till 2007 ending with the ICC Cricket World Cup 2007. With Extraaa Innings, MAX changed the rules of cricket presentation in India during the ICC Cricket World Cup 2003, and made it an entertaining affair that set viewership records. Thanks to pioneering concepts like Extraaa Innings and Extraaa Shots, combined with its innovative Programming and Marketing initiatives, MAX has been widely acclaimed and recognized in the media marketplace with several top awards. Launched in 1999, MAX is today the fastest growing channel in its category, reaching out to over 32 million people in India. MAX is part of the bouquet of channels distributed by the TheOneAlliance, which is a joint venture between SET India Pvt Ltd and Discovery Communications India. Other channels in TheOneAlliance bouquet are SET, Discovery, MTV, Animal Planet, AXN, ANIMAX, NDTV 24X7, NDTV India, NDTV Profit, Ten Sports, SAB TV and NICK.

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