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MEDIA RELEASE

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Double mazaa on MAX!

**The new-look Current Bollywood
with Shweta Kwatra — now twice a week!
Every Wednesday and Sunday, starting Wednesday, 28th May**

There is great news for lovers of Hindi movies! Starting Wednesday, 28th of May, MAX's entertaining and racy film-based show, **Current Bollywood**, which is anchored by Television superstar Shweta Kwatra, will get a glorious new look, and will be aired not once but twice a week, on Wednesdays and Sundays, with a new episode each day.

Announcing this, Rajat Jain, Executive Vice President and Business Head — MAX, said, "Thanks to its pacy roundup of news, interviews, events and more from Bollywood, **Current Bollywood** has always been a popular show with our viewers. And now we have decided to double the entertainment for movie lovers by bringing them not one, but two new episodes each week. While the Wednesday episodes will be a lot more current in nature, the Sunday episodes will have stories with a more enduring and more of a weekend feel to them."

"We have decided to double the entertainment for movie lovers by bringing them two new episodes of Current Bollywood each week. While the Wednesday episodes will be a lot more current, the Sunday episodes will have stories with more of a weekend feel to them"

Rajat Jain

Executive Vice President & Business Head, MAX

The show, anchored by vivacious television superstar Shweta Kwatra, will have a completely new look. Said Mr Jain, "For the new episodes, we have taken Shweta out of the confines of a chroma wall to a lavish and colourful studio set."

Current Bollywood anchor Shweta Kwatra said, "I've always loved doing this show, because it gives me an opportunity to be myself, and lets viewers see my as I am, which is really quite different from the kind of roles I've played in serials! And I'm really happy that MAX is giving me two episodes of this wonderful show to do every week, instead of one! I hope the viewers enjoy it as much as I enjoy bringing them the show!"

About MAX:

MAX is the premier digital Hindi Movies and Events channel of Sony Entertainment Television (SET) India, which is backed by Sony Pictures Television International (SPTI). MAX will air live and exclusive all the ICC Limited Overs Cricket tournaments till 2007 including the ICC Cricket World Cup 2007, two ICC Champions Trophies, and two Under-19 ICC Cricket World Cups, the rights to which were acquired by Sony in 2002. As is well known, MAX has already telecast the ICC Champions Trophy 2002 in September, and the ICC Cricket World Cup 2003 across February and March, creating viewership records with excellent ratings.

The other channels of the SET India network include Sony and AXN. Sony is a Hindi languagebased general entertainment channel focused at providing quality and innovative entertainment to upscale families in India. AXN offers the best of international action and adventure. In addition, the network also markets HBO, which brings its viewers simply the best English Movies, in India.

Sony Entertainment Television India has a joint venture with Discovery Communications, called The One Alliance, to distribute premier channels across the country. At present The One Alliance reaches more than 31 million homes and includes Sony, MAX, Discovery, HBO, AXN, Animal Planet, NDTV India (Hindi) and NDTV 24X7 (English).

In addition, Sony Entertainment Television is also available as an International feed in the US, Canada, UK, Africa, Middle East, Nepal, Bangladesh, Maldives, Malaysia and Indonesia. Max is distributed in India and Nepal.

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