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Media Release

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**Catch the biggest blockbusters of the biggest Bollywood stars in
MAX's evening film festival...**

5 BAJE 5 SUPERSTAR

At 5 pm on MAX, every Monday to Friday from July 11 to July 22, 2005

This monsoon, MAX, the Premium Movies and Special Events Channel, is all set to shower blockbusters to millions of its viewers through a festival called **5 Baje 5 Superstar**. Starting Monday, 11th July 2005, this film festival will showcase 10 memorable movies of Hindi cinema's biggest superstars—**Amitabh Bachchan, Shah Rukh Khan, Aamir Khan, Salman Khan & Hrithik Roshan**.

Albert Almeida, Executive Vice President & Business Head, MAX, said, *"In our quest to offer our viewers, the best of Premium movies and Special events, after the superhit Madhuri Dixit Festival, we are now showcasing some of the major hits of the biggest stars through 5 Baje 5 Superstar. Supported by another explosive and innovative marketing campaign, this festival is geared up to give our viewers a truly Deewane Bana De experience."*

5 Baje 5 Superstar will showcase blockbusters like *Kaho Na Pyaar Hai, Kuch Kuch Hota Hai, Tere Naam, Koyla, Kohram, Raja Hindustani, Agneepath, Karan Arjun, Aap Mujhe Achche Lagne Lage and Chori Chori Chupke Chupke*.

'5 Baje 5 Superstar' will receive **innovative on-air and off-air marketing support**, which includes the unique human banners. 5 promoters dressed exactly like the 5 superstars will be human banners as they stand rock steady in one position at a stretch. In simple words they will be human mannequins standing in their unique styles. These human banners will be seen at the media agencies, Malls and Multiplexes.

5 Baje 5 Superstar

Amitabh Bachchan

Shah Rukh Khan

Aamir Khan

Salman Khan

Hrithik Roshan

**Starting Monday, 11th July 2005,
MAX get ready for a date with your
favourite superstars with 10
explosive films from Monday to
Friday at 5 pm only on MAX.**

Also there will be a van activity that will cover over 36 cities all over India. These MAX-branded vans will travel across cities visiting various societies and colonies encouraging people to participate in a "Lucky Draw" that will be conducted at a pre-decided location. The winners will be given exclusively designed MAX rain jackets and MAX mobile covers.

With '5 Baje 5 Superstar', viewers will be treated to a truly Deewana bana de experience. So remember to catch your favourite superstars in their best films only on MAX!

5 BAJE 5 SUPERSTAR

11 to 22 July, Monday to Friday, 5 pm Only on MAX!
SCHEDULE

| <u>MOVIE</u> | <u>DATE</u> | <u>DAY</u> |
|-----------------------------|-----------------------|------------|
| KAHO NAA PYAAR HAI | 11 TH JULY | Monday |
| KOYLA | 12 TH JULY | Tuesday |
| KOHRAM | 13 TH JULY | Wednesday |
| KUCH KUCH HOTA HAI | 14 TH JULY | Thursday |
| RAJA HINDUSTANI | 15 TH JULY | Friday |
| TERE NAAM | 18 TH JULY | Monday |
| AAP MUJHE ACHCHE LAGNE LAGE | 19 TH JULY | Tuesday |
| AGNEEPATH | 20 TH JULY | Wednesday |
| KARAN ARJUN | 21 ST JULY | Thursday |
| CHORI CHORI CHUPKE CHUPKE | 22 ND JULY | Friday |

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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maxtelevision.com

Meanwhile, MAX, the Premium Movies and Special Events Channel, is gearing up to bring a Live telecast of the ICC Super Series 2005 for millions of Cricket lovers across the Nation. Starting the 5th of October, catch all the action Live from three ODIs and one 6-day Super Test between a Team of Champions from the Rest of the World and Australia.
