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MAX PRESENTS
INDIA'S ROAD TO THE FINALS!
Cricket World Cup 2003

A mega weekend series that relives the frenzy of the Indian Cricket Team's stunning, sustained performance during the ICC Cricket World Cup 2003!

27 SEP – 02 NOV, EVERY SATURDAY AND SUNDAY AT 5 PM

MAX, the premium Movies and Events channel, is set to rekindle the passion and the frenzy that the Indian Cricket Team's performances had ignited amongst millions of Cricket lovers across the nation during the ICC Cricket World Cup 2003!

Kunal Dasgupta, CEO, SET India Pvt Ltd, said, "I am happy to announce the launch of a gripping weekend series on MAX, **India's Road to the Finals**. Starting 27th September, every Saturday and Sunday at 5 pm, the series will recapture all the excitement and every magical moment of the Indian Cricket Team's journey to the finals of the ICC Cricket World Cup 2003. Stretching across five weeks till 2nd November, **India's Road to the Finals** will cover all the 11 matches of the Indian team during the tournament."

Rajat Jain, Executive Vice President and Business Head — MAX, said, "**India's Road to the Finals** is actually the story of the stuff of dreams. This will be more than the story of the emotional journey of the Indian Team during the two months of the Cricket World Cup 2003 – it will be an epic saga that will relive the nostalgia behind India's agonizingly suspenseful but exciting journey to the World Cup finals."

India's Road to the Finals will be hosted by the irrepressible duo of **Charu Sharma** and **Mandira Bedi**, and in keeping with its innovative tradition, MAX will bring Cricket lovers much more than just the exciting highlights of every match.

Through heart-warmingly personal conversations with stars of the team such as **Rahul Dravid**, **Yuvraj Singh**, **Mohammad Kaif**, **Ashish Nehra**, **Sanjay Bangar** and **Parthiv Patel**, along with other Cricket stars such as cricketer-turned-film star **Ajay Jadeja**, **Arun Lal**, and, of course, the only Indian World Cup-winning captain, **Kapil Dev** himself. **India's Road to the Finals** will relive the pre-tournament hype, the nation's sky-high expectations... the disastrous performance in the beginning and the subsequent backlash from Cricket fans nationwide... the team's psychological highs and lows... the resilience of the players — the story

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KUNAL DASGUPTA
CEO – SET India Pvt Ltd

"**India's Road to the Finals** on MAX is set to be the biggest TV event for the next two months as Cricket lovers will keep pace with the emotional behind-the-scenes story of what has undoubtedly been the best and most sustained performance by our Cricket Team in a very long time.

RAJAT JAIN
EVP & Business Head — MAX

behind the famous huddle, and of what spurred their evolution into a close-knit, cohesive and devastating fighting unit that swept every opponent away... leading to top-draw performances in the rest of the league, and culminated in "the Final of the Sub-continent" in which they trounced Pakistan and eliminated them from the final reckoning... and then the clinical demolition of their opponents in the Super-Sixes and Semis... till that last hiccup against Australia...but by then, they had won the heart of every Cricket lover not just in India but across the world!

Said Rajat Jain, "**India's Road to the Finals** is set to be the biggest TV event for the next two months as Cricket lovers will keep pace with the emotional behind-the-scenes story of what has undoubtedly been the best and most sustained performance by our Cricket Team in a very long time. Remember, this was a performance that not only created History, but also redeemed the nation's honour at the highest international level. Surely a cricket connoisseur's delight; and we are proud to bring all this to our viewers."

So, remember to catch the dramatic, emotional surge that was India's Road to the Finals! With each of 11 engrossing, action-packed episodes showcasing India's 11 Matches, across 5 weeks....

INDIA'S ROAD TO THE FINALS

27 September -- 02 November, Saturdays & Sundays at 5 pm
Only on MAX! Deewana Bana De!

THE SCHEDULE			
(5 pm every Saturday & Sunday)			
<u>DATE</u>	<u>DAY</u>	<u>MATCH</u>	<u>MATCH TYPE</u>
27-Sep	Sat	India Vs Holland	Prelims
28-Sep	Sun	India Vs Australia	Prelims
04-Oct	Sat	India Vs Zimbabwe	Prelims
05-Oct	Sun	India Vs Namibia	Prelims
11-Oct	Sat	India Vs England	Prelims
12-Oct	Sun	India Vs Pakistan	Prelims
18-Oct	Sat	India Vs Kenya	Super Six
19-Oct	Sun	India Vs Sri Lanka	Super Six
25-Oct	Sat	India Vs New Zealand	Super Six
26-Oct	Sun	India Vs Kenya	Semi Final
02-Nov	Sun	India Vs Australia	Final

About MAX

MAX is the premium digital 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 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 Entertainment Television and AXN. Sony Entertainment Television is a Hindi language-based 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 35 million homes and includes Sony Entertainment Television, 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 and Malaysia. MAX is distributed in India and Nepal.

MEDIA CONTACTS

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