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Corporate Office:
SET India Private Limited,
2nd Floor, 23, Shah Industrial Estate,
Off Veera Desai Road, Andheri West,
Mumbai 400053, India.

MAX unleashes new brand campaign

Think of India's premium Movies and Special Events channel MAX, and what follows automatically is the channel's tagline, Deewana Bana De. And now, MAX — which won several prestigious national and international awards for its programming and marketing initiatives last year — is poised to take its spirit of deewanapan to the next level.

Announcing this, Rajat Jain, Executive Vice President and Business Head – MAX, said, "We are now poised to take this spirit of *deewanapan* to the next level, with the release of a fresh brand campaign by the end of this week."

The channel will roll out a national multimedia campaign comprising of an ad film, and an outdoor, print, and internet campaign.

While the new ad film will start airing this weekend, the Outdoor campaign will come up Monday onwards and the Print and Internet campaigns will be seen later in the month.

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RAJAT JAIN

Executive Vice President & Business Head

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KAPIL DEV

Brand Ambassador -- MAX

focus on films, and obviously, on Brand MAX itself.

“MAX’s new ad film will be a sequel to our earlier memorable and award-winning Gully Cricket film,” said Mr. Jain. “The new film too features Kapil Dev and Sameer, and is a continuation of the ‘tussle’ between the two. This time round, when the film opens, the boy obviously seems to have got Kapil’s goat, and the indignant Kapil is bursting to get even with the little fellow! What follows is a pacy and stylish little story that takes the Cricket superstar and the high-spirited boy into the world of the deewanapan of MAX. And this time round too, the ad film has been conceived by Euro RSCG and directed by ace ad filmmaker Prahlad Kakkar, who has done a superlative job. Euro RSCG has also delivered a quality multimedia campaign that has certainly raised the bar further for MAX’s own high standards.”

“Although MAX’s quality content has cemented the channel’s position in the market, as a company, we firmly believe that brands have to be invested in, developed and nurtured, because in a cluttered marketplace, your brand can be a unique differentiator.” It will be recalled that just under a year and a half back, MAX was repositioned on the passion platform with the Deewana Bana De brand campaign to much critical and popular acclaim.

To further enhance both, the channel’s market position and its positioning, MAX has taken the passion positioning of Deewana Bana De further with the ad film. “We decided to feature Kapil Dev and Sameer this time round too,” said Mr. Jain, “because together, Kapil Dev, one of India’s top icons, and the little boy – high-spirited and very likeable and charming -- embody the values of our brand.” He added that the idea this year “is a continuation of the same passion ethos of the channel, which brings to its viewers the two towering passions of TV entertainment in India – Movies and Special Events like Cricket.

Explaining the underlying thoughts behind the ad film, Mr. Jain said, “MAX’s demographic target is All Individuals, in the age group of 15-34 years in SEC A, B and C homes across India. If one looks at this heterogeneous audience segment, the one factor that binds them all is their zest for life – their attitude of ‘not a struggler but a winner waiting for his moment of glory’.

“This attitude is all-pervasive in today’s society, and is ably captured by the young boy in our ad film. The lad is not overtly in awe of a celebrity even of Kapil’s stature, and stands tall in his conduct, which is respectful yet has tremendous self-respect too. Even the last ‘Gully’ film shows this attitude -- one of a confident young winner waiting for magic to happen, this present film is a sequel of how fast magic can happen.”

“These two films in entirety capture this journey, which is relevant to each of our viewers passing through various stages of finding the ‘Magical moment’ in life.

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“The underling thought is simple,” said Mr. Jain, “and it is: ‘passion makes life magical, just as passion on our channel makes entertainment magical. Further, from the channel point of view, the second film cleverly brings in an element of movies and cricket together, showcasing the twin passions that are the pillars of our programming -- i.e., Movies and Special Events like Cricket.”

On the rationale behind the need for a new brand campaign even though the channel has been on a high ever since the ICC Cricket World Cup 2003, Mr. Jain said, “Although MAX’s quality content has cemented the channel’s position in the market, as a company, we firmly believe that brands have to be invested in, developed and nurtured, because in a cluttered marketplace, your brand can be a unique differentiator.”

MAX Brand Ambassador and Cricket icon Kapil Dev observed, “I really enjoyed working on the new brand campaign. The last film was very well appreciated, and I am sure this one too will hit the right chord with the audiences. I really enjoyed both, the idea of the film, and shooting for it.”

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 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 Sony Entertainment Television, Discovery Channel, HBO, AXN, NDTV and Animal Planet.

DOWNLOAD MAX telecast schedule, colour pictures and synopses of program highlights, and press releases at max.setindia.com/press.htm.

MEDIA CONTACTS

PAVAN CHAWLA (Mumbai) 9819066005; 022-56937498 pavanc@setindia.com

BHARTI KABRE: 022-56937475 bhartia@setindia.com