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# MAX bags BDA WORLD BRONZE AWARD

MAX, the premium Movies and Special Events channel, has bagged a **BDA WORLD BRONZE AWARD** at the prestigious PROMAX World Gold Awards held in New York on June 24<sup>th</sup>, 2004. The channel was awarded this prestigious accolade for excellent art direction and design - Special Event Promo for 'Shola Jo Bhadke.'

'Shola Jo Bhadke' was a unique film festival presented by MAX in December 2003, which showcased a series of exciting blockbuster films such as 'Ram Teri Ganga Meli', 'Roop Ki Rani Choron Ka Raja' and 'Yeh Nazdeekiyan'. This festival was promoted with an extremely innovative and well-crafted on-air and off-air promo, which received full appreciation and acceptance by not only viewers but also media planners and advertisers alike.

**Rajat Jain**, Executive Vice President & Business Head, MAX said, *"It gives us immense satisfaction that our programming initiatives have received such fulsome praise in the media marketplace. Winning prestigious awards such as these has firmly established MAX's top-notch execution of innovative concepts in Programming."*

**MAX bags BDA World  
 Bronze Award for  
 art direction and  
 design – Special  
 Event Promo for  
 'Shola Jo Bhadke'**

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**RAJAT JAIN**  
 EVP & BUSINESS HEAD—MAX

PROMAX - BDA is a non-profit association dedicated to advancing the role and effectiveness of promotion, marketing and broadcast design professionals in the electronic media. PROMAX&BDA are the world's foremost organizations working on behalf of those involved in the promotion, marketing, and design of all electronic media representing more than 4,200 member companies and individuals in over 60 countries.

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