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With 10 Golds, 1 Silver...

MAX steals the show at Promax & BDA India 2004!

It's raining awards on MAX, once again. MAX, the Premium Movies and Special Events channel, made a clean sweep at the **PROMAX & BDA India**, held in Mumbai yesterday, by bagging **11 awards - Ten Golds, One Silver and Best of the Show Award**.

Some of the categories in which MAX seized the laurels are Best Out-of-House Station image promo for its entry on 'Do Deewane', Best Sports Promo for 'Wings of Fire', Best Movie Promo for 'Devdas', Best Sales and marketing presentation for 'Deewana Bana De' and Best Multimedia Campaign, again for 'Do Deewane'. MAX's Wings of Fire on the under-19 ICC championship in Bangladesh won the coveted Best of Show promo Gold. The promo fetched as many as five Golds for MAX. The channel also bagged a Silver in the 'Something for Nothing' category for its entry, 'Rolling Stones'.

Tushar Shah, VP, Marketing & Commercial, MAX said, "As a brand, MAX has always stood for innovation, creativity and attitude - innovation that is visible in our programming efforts, creativity that can be seen across all our communication and finally attitude that is inherent in our core value proposition to the consumer which is *Deewana Bana De*."

"These awards are tribute to our excellent On Air Promotions team, which has always believed in cutting-edge quality work that is innovative, focused, passionate, engaging and achieves the difficult quality of being simple too. The fact that our Wings of Fire

MAX BAGS 11 AWARDS

1. Best Out of House Station Image Promo -- Do Deewane
2. Best Movie Promo -- Devdas
3. Best Sports Promo -- Wings of Fire
4. Best Sales and Marketing Presentation -- Deewane Bana De
5. Best Holiday / Seasonal / Special Events Promo -- Wings of Fire
6. Best Multimedia Campaign -- Do Deewane
7. Best Script -- Wings of Fire
8. Best Editing in a Promo -- Wings of Fire
9. Best Print Campaign -- Super Cinema
10. Something for Nothing -- Rolling Stones
11. Best of Show -- Wings of Fire

"These awards are tribute to MAX's excellent On Air Promotions team, which has always believed in cutting-edge quality work that is innovative, focused, passionate, engaging and achieves the difficult quality of being simple too. The fact that our Wings of Fire promo beat 470-plus entries to win the Best of Show award is testimony to this."

TUSHAR SHAH

VP, Marketing & Commercial —MAX

promo beat 470-plus entries to win the Best of Show award is testimony to this,” Mr Shah said, adding, “We have raised the bar even further this year, but I am confident that we shall continue to build on this achievement and continue to grow.”

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*.

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, HBO, AXN, ANIMAX, NDTV 24X7, NDTV India and NICK.

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