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MEDIA RELEASE

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MAX BAGS 1 GOLD, 2 SILVERS AT PROMAX & BDA ASIA 2004!

**PLUS: MAX'S 'WINGS OF FIRE' PROMO SHOWCASED IN PRESTIGIOUS 'WORLD GOLD' SECTION
OF AROUND 20 BEST OF THE BEST PROMAX & BDAs GOLD WINNERS WORLDWIDE!**

MAX, India's No. 1, Premium Movies & Special Events Channel, has done it again this year at the **Promax & BDA Asia Awards** held on 20 November 2004 in Singapore! It has won 1 Gold and 2 Silvers for its **Wings of Fire (ICC U/19 World Cup 2004)** promo in the following categories: **Gold** - *Best Sports Promo*; **Silver** - *Best Script*; **Silver** - *Best Holiday / Seasonal / Special Event Promo*.

These awards were won out of a total of close to 1000 entries received by Promax & BDA this year from all over Asia, which was a record for the Asian chapter of the awards. MAX's work stood out amongst all, and received top honours.

This apart, MAX has received another distinctive honour. Its 'Wings of Fire' promo is also being showcased in the prestigious 'World Gold' section of Promax & BDAs collection of around 20 Best Of The Best Gold winners from all the Gold winners at the various chapters of the Promax & BDA Awards held around the world this year.

Said **N. P. Singh, CFO – SET India Pvt Ltd & Business Head –MAX**, "These awards are yet another recognition of the innovation and world class quality that goes into everything MAX does. In this instance, our On-Air Promotions team, which has set the standards for quality, has raised the bar further."

These awards take the total tally of awards won by MAX this year, to 17.

Said Mr. Singh, "It is particularly satisfying that this year too, the awards MAX has won cover the entire gamut of operations of a top C&S Channel, and include every key aspect such as

The Winner!

WINGS OF FIRE

(ICC/U19 World Cup 2004)

1 GOLD, 2 SILVERS

- **Gold** - Best Sports Promo
- **Silver** - Best Script
- **Silver** - Best Holiday / Seasonal / Special Event Promo

'These awards are yet another recognition of the innovation and world-class quality that goes into everything MAX does.

In this instance, our On-Air Promotions team, which has set the standards for quality work, has raised the bar further.'

N. P. SINGH

*CFO – SET India Pvt Ltd &
Business Head - MAX*

Programming, Marketing, On- and Off-Air Promotions and Communications. I am confident that with the dedication of our team, we shall consolidate further our position as the Number One Channel. MAX will keep striving to deliver on its promise of Deewana bana de on every front.”

The complete list of awards won by MAX in 2004 is as follows:

AWARDS	REMARKS
Promax & BDA Asia 2004, Singapore. (November 2004)	<ol style="list-style-type: none"> Gold for Best Sports Promo won by Wings of Fire (ICC/U19 World Cup 2004) Silver for Best Script won by Wings of Fire (ICC/U19 World Cup 2004) Silver for Best Holiday / Season / Special Event Promo won by Wings of Fire (ICC/U19 World Cup 2004)
Indian Telly Awards 2004 (November 2004)	<ol style="list-style-type: none"> Best Bollywood-based Programme won by Current Bollywood Communications & PR Head of the Year won by Pavan R Chawla
Promax & BDA India, 2004, Mumbai (July 2004)	<ol style="list-style-type: none"> Gold for Best of Show — Wings of Fire Gold for Best Out of House Station Image Promo — Do Deewane Gold for Best Movie Promo — Devdas Gold for Best Sports Promo — Wings of Fire Gold for Best Sales and Marketing Presentation — Deewane Bana De Gold for Best Holiday / Seasonal / Special Events Promo — Wings of Fire Gold for Best Multimedia Campaign — Do Deewane Gold for Best Script — Wings of Fire Gold for Best Editing in a Promo — Wings of Fire Gold for Best Print Campaign — Super Cinema Silver for Something for Nothing — Rolling Stones
Promax & BDA North America 2004, New York (June 2004)	<ol style="list-style-type: none"> BDA World Bronze Award for Art Direction and Design – Special Event Promo for ‘Shola Jo Bhadke’

About MAX

MAX, India's No.1 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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