



Sahara One to launch FILMY on 25th Oct

Soon, lovers of Hindi films and movie buffs all over India will have reason to rejoice – Sahara India Mass Communication Ltd is set to launch its next Cable & Satellite (C&S) channel!

Shantonu Aditya, CEO, Sahara One, said, “Our new channel **Filmy** is getting ready and will be launched on 25th Oct, just before Diwali. **Filmy** will present a whole new world of Bollywood entertainment with the best movies and innovative programming, all presented in a unique and engrossing style.”

Filmy will put to good use Sahara One’s strong library of movies, as also the leadership position of Sahara One Motion Pictures – the country’s largest player in the motion pictures arena with over 40 movie projects in hand, of which more than 20 are on the floor.

“We plan to put our leadership position in the Motion Pictures business and our strengths in the GEC Television arena to good use. **Filmy will present a whole new world of Bollywood entertainment with the best movies and innovative programming, all presented in a unique and engrossing style.”**

SHANTONU ADITYA

CEO – Sahara One

“We plan to put our leadership position in the Motion Pictures business and our strengths in the GEC Television arena to good use. The core team of **Filmy** is crafting out the channel personality, programming, look and feel, and we are extremely excited about the way things are shaping up for the new channel,” Aditya said.

“We have an excellent team in place for **Filmy**. It is led by Business Head Ashutosh, who brings years of rich experience including the Zee Network where he was also Business Head of ETC. He is assisted by Head of Marketing and Content Shailesh Kapoor, Head of On-Air Promotions Mukul Misra, and Head of PR & Publicity for all businesses of Sahara One – Pavan R Chawla,” Aditya said, adding, “We shall share more details on **Filmy** at a later stage.”

Media Contacts:

PAVAN R CHAWLA
Head – PR & Publicity, Sahara One.
+91-9819066005. pavan@sahara-one.com
Direct: (022) 55728903; (022) 55524464
Fax: 56618770

BIJAL SANGHANI
+91-9821910809. bijal@sahara-one.com
Direct: (022) 55524378. Fax: 56618770