

MEDIA RELEASE
Mumbai / 4 July 2005



Shailesh Kapoor joins “Filmy” as Marketing Head

The Sahara India Entertainment Management Company Limited continues to bring on board the best professional talent from the media marketplace. Shailesh Kapoor, former head of Marketing at Zoom, has joined as Marketing Head of Sahara One’s soon-to-be-launched channel, “Filmy”.

Kapoor will drive all Marketing initiatives for “Filmy” and will report to its Business Head Ashutosh, who remarked, “Shailesh brings rich and varied experience of Marketing, Strategy and Content from C&S channels across the GEC and Hindi Movies genres, and was instrumental in the launch of Zoom. I am sure he will drive Filmy’s marketing initiatives too with great ability and success, and will be a wonderful asset to the team.”

Kapoor started his career in 1999 with Brand Management at Sony Entertainment Television and moved on to Indya.com, where he took charge of their Movies and Music portals. In 2002, he joined Zee Cinema as its Marketing Head, before moving on to Zoom in February 2004.

Kapoor said, “Hindi movies are a passion-driven genre of entertainment in the market, which holds immense potential for a new channel that can stand out in the marketplace. I believe Filmy will more than measure up to the challenge, and am extremely excited about joining the channel.”

Kapoor is an Electrical Engineer from IIT Delhi and an MBA from IIM Calcutta, and enjoys movies, music and partying.

Media Contact:
Pavan R Chawla
Head of PR & Publicity
9819066005 / 022-55524464
pavan@sahara-one.com

“Shailesh brings rich and varied experience of Marketing, Strategy and Content. I am sure he will drive *Filmys* marketing initiatives with great ability and success, and will be a wonderful asset to the team.”

ASHUTOSH, Business Head,
Filmy