



CELEBRATING BOLLYWOOD

- NDTV Imagine unveils Imagine SHOWBIZ, a new channel that celebrates Bollywood~
Imagine Showbiz will go on air on August 15th, 2008

Mumbai, 12 August, 2008: Following a swift launch of the Hindi general entertainment channel, **NDTV Imagine**, has announced the launch of its latest initiative, **Imagine Showbiz**, a comprehensive **24-hour Bollywood Business and entertainment channel**. The Channel will go on air on **August 15th, 2008**.

Imagine Showbiz is driven by the guiding philosophy of '**Celebrating Bollywood**'. The programming of Imagine Showbiz will showcase updates and coverage of the latest happenings and will present complete features and presentations on the people, the products and the business of Bollywood. With a host of innovative and entertaining shows, Imagine Showbiz looks to break the mould and move beyond the "scoop and scandal" visage that Bollywood has traditionally been projected with and present a whole new side to the Hindi Film industry.

Announcing the launch of the channel, **Harsh Rohatgi, EVP, Revenue Management and New Ventures, NDTV Imagine**, said, "Today more than ever, Bollywood is a part of our popular culture in every possible way, from sports to business and from brand promotion to CSR. We believe that if it is treated and presented in a meaningful and entertaining manner consistently, Bollywood-based content will definitely find appeal across audiences. Imagine Showbiz has been created with the aim to deliver unique content in an engaging manner that will not only touch the heart of every Bollywood fan but also find appeal with the film industry as well."

According to **Abhimanyu Singh** and **Premnath Rajagopalan** of Cinestar Advertising Pvt Ltd., "Imagine Showbiz will connect to audiences by providing them in-depth, unbiased, entertaining Bollywood content that goes beneath the skin of the industry and gives viewers a real insight into the world of Bollywood. It is a channel for the Hindi film lover. The pedigree of the NDTV brand and also the impact and awareness created by NDTV Imagine in such a short time, coupled with our experience in the entertainment business combines to create a unique and powerful partnership."

In addition to film and celebrity specific programming, Imagine Showbiz will present an interesting mix of shows and interstitials that will provide an insightful peek into Bollywood.

99 Movies You Must Watch Before You Die: 99 films every Hindi movie buff must see! Each show will be dedicated to one film and will present the best scenes and interesting trivia about the movie

No Biz Like Showbiz: A one hour weekly show that delves into the business of Bollywood. With film-makers and industry experts as in-studio guests, our business anchor goes beyond the clichéd Box Office collections and explores the real strategies and tactics that will drive the Bollywood industry into the future.

Angrezi Mein Kaise Kehate Hain: A hilarious show which will have you rolling on the floor with laughter. This show will present scenes from some popular Hindi films and will then re-play the scene translated in English!

Baba's Cross Connection: Everyone in Bollywood seems well connected. But when rapper Baba Sehgal puts his mind to it, the connections seem to be more far-fetched than you can imagine. How is Ranbir Kapoor connected to Mimoh Chakraborty? What's the connection between Rati Agnihotri and Amrita Arora? Baba Sehgal draws out these filmi cross connections in his inimitable desi rap style that'll set your mind ticking and your feet tapping.

Full Timepass: Move over film critics! Presenting a show where the audience itself reviews a movie. Full Timepass brings together a group of young friends who discuss the latest movie and then review it in their own inimitable styles.

Look Hot 'n' Fit Like Your Star: Meet the fitness instructors who have sculpted the bodies of your favourite film stars. For the first time on television, they will talk about the star's fitness regime, favourite exercises and gym habits.

Crash Course: Experts from the film industry provide an in-depth look various aspects of film making from set design to direction and the likes.

Showbiz Up To Date: From filmy events and announcements to exclusive interactions with stars interspersed with some bollylicious trivia – Showbiz Upto Date keeps you in tune with Bollywood. Presented as a half-hour magazine show by our anchors and also as standalone vignettes featuring individual stories, it's your daily update on Bollywood.

Imagine Showbiz Ltd. is a JV company between NDTV Imagine Ltd. and Cinestar Advertising Private Ltd.

About Imagine Showbiz

Imagine Showbiz is a comprehensive 24-hour Bollywood Business and entertainment channel, which is driven by the guiding philosophy of 'Celebrating Bollywood'. The programming of Imagine Showbiz will showcase updates and coverage of the latest happenings and will present complete features and presentations on the people, the products and the business of Bollywood. Imagine Showbiz Ltd. is a JV company between NDTV Imagine Ltd. and Cinestar Advertising Private Ltd.

About NDTV Imagine

NDTV Imagine is the new entertainment initiative from NDTV Ltd. Spearheaded by Sameer Nair, the company has planned strategic forays into key businesses in the media and entertainment space. Ace director and producer, Karan Johar is a creative consultant and brand ambassador of this initiative. This is further strengthened by the experience of Dr. Prannoy Roy and other seasoned professionals. The company launched its Hindi General Entertainment channel, NDTV Imagine on January 21st, 2008, which promises to 'Entertain and Delight' audiences with a whole new world of Hindi entertainment. Catering to the needs of the entire spectrum of television viewers, the channel offers a wide variety of fresh programming across genres ranging from light-hearted family soaps to period dramas and from music based shows to the most glamorous events of the industry. As part of its larger plans for this dynamic and exciting business, the company has also recently launched NDTV Lumière, an initiative which will bring contemporary cutting edge world cinema to discerning Indian audiences.

About NDTV

NDTV Ltd, founded in 1988, is India's largest news and infotainment network. It is home to the country's best and brightest reporters, anchors, camerapersons and producers; 23 offices and studios across the country host India's most modern and sophisticated production, newsgathering and archiving facilities. NDTV has an unmatched track record of successfully launching three news channels in India and two abroad: NDTV 24x7 is a clear leader in the English news segment, NDTV Profit, a 24-hour business plus channel, is India's number one business news channel, NDTV India is amongst the country's leading Hindi news channels, and NDTV MetroNation is fast emerging as one of the most watched city specific channels. It is credited with pioneering several broadcasting and programming initiatives in Indian television and has expanded into one of the nation's biggest broadcasting houses by growing beyond news broadcasting and venturing into non news verticals.

NDTV Networks, a subsidiary of NDTV was incorporated to seize opportunities in areas 'beyond news'-entertainment, lifestyle, media technology and outsourcing. NDTV Good Times is the leading channel in the lifestyle space. NDTV Astro Awani in Indonesia became the leading news channel within three months of its launch. As an organization, NDTV is committed to one cause: to use its extensive expertise, technology and reach to create unparalleled coverage of the latest in domestic and international news, sports and entertainment for viewers at home and around the world. For more information visit www.ndtv.com

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