

## Bid2win Honoured At the Sixth Indian Telly Awards

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Bid2win is currently telecast on leading Indian channels like Sony and Zee and is the flagship product of Cellcast. During the half-hour show audiences are shown a high-value aspirational product and encouraged to send premium-rate SMS containing a unique, low bid. The auction engine evaluates the bids and maintains the 'current lowest bidder' at all times. It also responds to every bidder with the status of his/her bid. At the end of the auction period (24 hours), the final winner is declared. The bidders and current winner information is shown in real-time on TV during the half-hour show and can be seen on the Internet at all times.

Pankaj Thakar, CEO of Cellcast Interactive India said, 'Bid2win has been the pioneer in participative content and premium rate mobile entertainment services. I am delighted that Bid2win has been declared the Best Interactive Show in India. This award is recognition of the popularity of the show as well as the world-class content that we showcase for our viewers.'

Further commenting on the award, Mahesh Ramachandra, Vice President Cellcast Plc, U.K. said, 'With growth in the internet and mobile technology in India, there has been a subsequent increase in the popularity of User Generated Content (UGC). UGC is increasingly finding its way into mainstream television and at Cellcast we are ready to bring a revolutionary offering to India with the flagship product, Bid2Win, the immensely popular Bollywood Dhamaal and the recently launched Sumo.TV where people are able to view, share and manage their own content.'

The Indian Telly Awards , currently in its sixth year is the first television industry awards in India, which rewards successful achievers amongst India's cable & satellite industries, including broadcasters, marketers, CEOs, producers or cable TV operators or artistes or technicians.

Bid2win was selected for the honour by a panel of jury comprising eminent personalities from the film and entertainment industry such as Ashmith Kunder, Dharam Gulati, Gitanjali Rao, Nitish Bharadwaj, Priya Singh Paul, Rakesh Sharma, Rakesh Sarang, Rathikant Basu, R D Tailang, Reena Wadhwa, Rekha Nigam, Sarita Tanwar, Vinod Ranganath, Yunus Bukhari.

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### **About Cellcast Interactive India**

Cellcast Interactive India is the pioneer in developing integrated participation content in the fast-growing Indian mobile and interactive TV market. Cellcast uses traditional media for customer acquisition and new media to enable customers to pay-and-participate. Cellcast have successfully

executed its unique business model in India and are experiencing rapid revenue growth. The flagship product, Bid2Win, has generated over 20 million responses within 6 months of launch. Cellcast's recent launch of 'Bollywood Dhamaal' also opened to tremendous success with hundred thousand responses on the first day.

### **Cellcast plc**

Headquartered in London, with associated operations in Paris, Beirut, Mumbai, Miami, Hong Kong and Sao Paulo, Cellcast's applications and programming are distributed on the Sky Digital and Freeview platforms in the UK and international broadcast partners include Canal+ in France; STB in Ukraine; Future TV, Dubai Television and Rotana TV in the Middle East; TVS-3 in China; TV3 in Malaysia; and Rede TV in Brazil. Cellcast plc joined the AIM market (AIM) of the London Stock Exchange on 21 September 2005.

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