

BIGFlix.com bags exclusive broadband rights for Shemaroo's 'Shilpa's Yoga' DVD

Actress Shilpa Shetty graces the broadband launch of 'Shilpa's Yoga' with her presence

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BIGFlix.com, part of Reliance ADA group and India's largest movie rental service, now offers a unique opportunity to practice yoga from the comfort of your home. BIGFlix, in association with Shemaroo Entertainment, announced the launch of Bollywood actress Shilpa Shetty's 'Shilpa's Yoga' on their broadband website at J.W. Marriott today in the presence of the esteemed actress. The company's broadband website catering to the burgeoning NRI audience across the globe will now have Shilpa's Yoga exclusively for the first time.

The user has an option to download and own the 35 minutes video of Shilpa's Yoga for \$ 4.49 only. Keeping in mind the Indian audience and the current internet and broadband scenario BIGFlix has worked on the technology platform and has made Shilpa's Yoga content in small duration video formats. The website will have the Asanas in 1 minute duration formats for audience for free.

Commenting on the occasion, **Kamal Gianchandani, Chief Operating Officer, BigFlix.com** said, *'This is in keeping with our strategy to diversify into different genres of entertainment thereby providing our patrons with more & more options to choose from. The objective is to provide easy access to our patrons to good quality content. We are confident that our association with Shemaroo would benefit our viewers both in India and internationally.'*

Today Yoga is not just an Indian phenomenon, but an art of living which has a global appeal. Moreover, with Shilpa Shetty, a talented international celebrity and Yoga, the most preferred form of spiritual as well as physical well being, we are confident Shilpa's Yoga will garner an increase in the user base of our website.' added Mr. Kamal Gianchandani, COO, BIGFlix.com..

'After the success of 'Shilpa's Yoga' on home video and on mobile, we are really glad to see this lifestyle content online at bigflix.com. Going live on the net will make Shilpa's Yoga content accessible to audiences across the globe anytime, anywhere. The home video and digital sales of this exclusive product will definitely compliment each other', said **Jai Maroo , Director, Shemaroo Entertainment.**

Shilpa Shetty, the renowned actress was also present at the launch. Speaking on the occasion she said *'My videos have got tremendous response from my fans across the world. Launching this content on broadband on BIGFlix today will give easy access to these asanas for people who are keen to practice yoga for a healthy life.'*

The yoga performance has been shot in the tranquil Kerala backwaters, which provide the perfect scenic ambience. BIGFlix has divided the video into various asanas, which will enable users to concentrate on the finer points of each yogic posture. Thus leading to a better understanding of this ancient practice and adopting the same with ease.

Shilpa's Yoga DVDs are also available at all BIGFlix DVD rental stores in 10 cities namely Mumbai, Delhi, Kolkata, Chennai, Pune, Ahmedabad, Hyderabad, Chandigarh, Indore and Bangalore and all

leading retail stores.

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About BIGFlix

BIGFlix, the home entertainment division of Reliance ADA group, is India's largest online and offline movie rental service, offering access to close to more than 1000 titles on its video-on-demand division, www.broadband.bigflix.com and has a commitment of another 1000 titles soon. BIGFlix offers the biggest range of premium quality Indian entertainment spanning across 13 languages in India. The portal offers the biggest, widest library of films; music and Indian entertainment content ranging that will be available through its broadband services at attractive prices by providing premium quality entertainment at par with international standard benchmarks. The website has tie-ups with other premium channels viz, Star TV, Zoom, Special TV series, NDTV, NDTV Imagine, Raj TV and Care World TV to showcase their programs for free viewing.

With the aim to reach out to Indians of all age groups the world over, as the one entertainment hub to provide cutting-edge, world class digital content from the world of movies, TV serials and music, www.bigflix.com will provide a legitimate access to biggest range of Indian entertainment spanning across languages and genres available for download to own, streaming at affordable price points and subscription offer as well. **BIGFlix broadband has garnered over 3 million visitors per month where 90% of the audiences are NRIs and delivers over 50 million page views per month.**

BIGFlix has innovative, convenient and cost-effective entertainment making Indian cinema, television and music accessible to more than 25 million strong overseas Non Resident Indian (NRI), South Asian population and Indian cinema lovers the world over. The company offers the **download to rent** and **subscription** services in its portfolio of operations as well.

About Shemaroo Entertainment

Shemaroo Entertainment Pvt. Ltd. is an integrated **Film Production, Post Production, Distribution** and **Animation** player. With an excellent library of films, it has penetrated into the Satellite TV scene. In Sony Entertainment Television, Shemaroo is a joint venture partner with Sony Pictures Entertainment, USA.

Shemaroo has state-of-the-art studio facilities and over the decades has successfully leveraged new technologies. Broadband, Internet, IPTV, Mobile and other emerging technologies are just a natural extension of our existing work portfolio.

Shemaroo, in its Home Video business has set upon creating an alternative wave in Home Viewing with the launch of VCDs & DVDs specially catering to the discerning customer tastes for Literature, Music, Sports, Spiritual, Self Motivation, Children's, Fitness, Hobbies, Travel and Sex Education to name a few. Shemaroo has acquired over a 100 titles across all genres 'as part of their Alternative Content.

Shemaroo Films has churned out movies like '**Omkara**', '**Manorama Six Feet Under**', '**Mere Baap Pehle Aap**' and **Animated films** like '**Ghatothkach - Master of Magic**' and '**Bal Ganesh**'.

On the International front, Shemaroo has taken classic Bollywood Films around the globe to Hindi Film fans all over the world. The demand for Shemaroo products has been phenomenal in the US, U.K., Singapore, Fiji, UAE, Australian markets and newly developed markets like East European & North African as well. For further information, please visit www.shemaroo.com

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