

Fashion TV on Mobile and Online!

Hungama Mobile gets into an exclusive digital media tie up with the channel for mobile and online content

New Delhi, Delhi, January 23, 2008 /[India PRwire](#)/ -- True to its commitment to the entertainment industry, Hungama Mobile, the largest aggregator, developer and publisher of Indian entertainment content has entered into an exclusive partnership with Fashion TV, world's most popular fashion destination on television. This association will enable the mobile users across India to download exclusive clips as well as interactive content on fashion and lifestyle from the 24 hour TV channel on their mobile phones. In addition to this FTV India has launched an India centric fashion portal www.ftv.co.in which would be a one stop destination for the fashion conscious, enthusiast, designer, trade et all with community features, blogs, exclusive videos, designer sections, fashion news and interactive features like games etc.

The mobile content would be made available across various categories as images, videos, ring tones, games and many more exciting features. The exclusive tie up will enable the Indian consumers and fashion lovers to download exciting and fun fashion videos, models and designer profiles, photo shoots, and fashion tips by FTV. FTV Mobile will be marketed both to the consumer as well as marketers along with the FTV India website, ftv.co.in The innovative website will ensure that the fashion enthusiasts get their complete dose of information on everything related to fashion, entertainment and lifestyle in India and indeed rest of the world. The website will cover **Fashion celebrities**, Blogs, Community Feature – My F Mag, , **Exotic holiday destinations, FTV merchandize, Apparels, Videos, Fashion Calendars, Lifestyle tips, contests and Diamond Club memberships!**

“As the Indian mobile community grows, mobile usage has grown much beyond basic utility. Apart from offering easy access and convenience, it paves way for making people technology savvy, helping redefine their lifestyle. It is observed that consumers worldwide are moving towards more interactive content. Am proud to announce our association with Fashion TV, which will definitely give the mobile VAS industry a new dimension and am confident will be accepted by the audience with open arms.” Said Mr. Neeraj Roy, MD & CEO, Hungama Mobile

Highlighting the benefits of the association, **Mr. Tarun Srivastava, Business Head Fashion TV India, said,** " Keeping in mind the world's growing interest in the Indian fashion industry and the consequent need for a user friendly platform to reach out to the masses, our decision to partner with Hungama Mobile brings us utmost delight. This service will enable consumers to be in loop of what world fashion has to offer. As we move forward, we are looking forward to offering innovative and popular digital entertainment to our Indian users”.

How to download the content of FTV

On Airtel, Vodafone, Tata, BSNL, BPL and Reliance, You can access FTV content directly through the operator portals across all the carriers listed above. One can also access FTV content on all GPRS enabled devices by logging into <http://mobile.ftv.co.in> or send 'FTV' to 54646

Notes to Editor

About Hungama Mobile

Hungama Mobile is South Asia's leading Mobile Entertainment and Marketing Company, headquartered in Mumbai, India. Hungama Mobile is the largest aggregator, developer and publisher of Bollywood and South Asian content on the mobile and digital platforms in the world. It has an extensive India portal across 70+ carriers in 30+ countries and spans a content delivery across Mobile, Internet/Broadband, Cable on Demand and IPTV services.

Hungama Mobile has been at the forefront of Mobile and Digital Advertising and has in the past 7 years been engaged with over 300 brands across 20 industries having won 52 awards in this period for its innovative campaigns. Hungama also owns and runs some of the most vibrant media properties such as BollywoodHungama.com (The world's # 1 Bollywood portal), GamingHungama.com, Hungama.com and HungamaMobile.com reaching millions of consumers across the world each month.

To know more about the company, please visit the following sites:

www.brandingbrands.net
www.hungamamobile.com
www.indiafm.com
www.gaminghungama.com

About Fashion TV

FTV is the only 24 hours / 7 days fashion, beauty and style TV station worldwide and provides glamorous entertainment with emphasis on the latest trends to over 300 million households worldwide. Since its inception in 1997, FTV has been independent and has established itself as a TV authority for fashion, lifestyle and trends. FTV is one of the 4 most distributed channels worldwide. (Top 3 outside USA)

For further information, please contact

Monika / Mati - Hanmer & Partners

9811784695 / 9312920121

For more information, please contact:

Monika Agarwal

Consultant

(L) 46524000

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