



Press Release

RED CHILLIES PARTNERS WITH SHEMAROO ENTERTAINMENT TO DISTRIBUTE ITS FILMS LIBRARY ON TV

Red Chillies Entertainments Pvt Ltd partners with **Shemaroo Entertainment** to distribute its films library on TV platform. The companies have inked an exclusive deal for a dozen of blockbuster films of the super star, **Shah Rukh Khan**. The list of films includes **Main Hoon Na, Om Shanti Om, Chalte Chalte, Phir Bhi Dil Hai Hindustani, Kabhi Haan Kabhi Naa and Asoka** among others.

Talking about the deal, **Hiren Gada, Director, Shemaroo Entertainment** said, *“We are excited to join hands with Red Chillies to distribute its content on TV platform. This is just the beginning of a synergic relationship with them and we hope to go a long way ahead. The catalogue that we have acquired is definitely a value addition to our library as Shah Rukh Khan is the superstar of the industry and his movies have mass appeal. Also these films are across different genres and connect with all age groups.”*

Venky Mysore, CEO, RCE said, *“Shemaroo is one of the oldest companies in business, owns a diverse library of content, they have great relationships across TV networks and this association will definitely add value to both organizations, we are looking forward for a mutually beneficial relationship with them.”*

About Shemaroo

Celebrating the golden jubilee, Shemaroo Entertainment Ltd (BSE Scrip Code: 538685; NSE Scrip Code: SHEMAROO) is among few entertainment companies that has hallmarked several pioneering efforts with its innovative and out-of-the-box thinking. Founded in 1962, Shemaroo Entertainment Ltd is an established Filmed Entertainment “Content House” in the country, active in **Content Ownership, Creation, Aggregation and Distribution** with a large content library of over 2800 titles.

Shemaroo is engaged in the *distribution of content* for *satellite channels, physical formats and emerging digital technologies like the Mobile, Internet, Broadband, IPTV and DTH* among others. With its partnership with the major telecom operators and other digital media platforms, Shemaroo is at the forefront of the digital age. The company has also tied up with many content providers across the country. The “Shemaroo” brand today is synonymous with quality entertainment in the Indian entertainment eco system. For further Information, please visit www.shemarooent.com

About Red Chillies Entertainments Pvt Ltd:

Red Chillies Entertainments Pvt Ltd headed by Shah Rukh Khan and Gauri Khan is a company that is surging ahead in the global entertainment industry. Founded in 2002 as a film production house, Red Chillies Entertainments Pvt Ltd has branched itself into other spheres of production, starting from setting up a path breaking Special Effects studio, VFX, which brought Hollywood’s slick sophistication to Indian cinema. Its latest venture Happy New Year is a film directed by Farah Khan. RCE will soon be releasing Rohit Shetty’s Dilwale and Rahul Dholakia’s Raees. For over a decade, Red Chillies Entertainments has witnessed success in several genres, from huge blockbusters like ‘Chennai Express’, ‘Ra.One’, ‘My Name is Khan’, ‘Om Shanti Om’, ‘Main Hoon Na’, ‘Chalte Chalte’, ‘Asoka’ and ‘Phir Bhi Dil Hai Hindustani’ to critically acclaimed films like 'Billu'. In 2005 'Paheli' was India's official entry to the Oscars. Since its inception, the movies produced by Red Chillies have also won several popular and critical awards.