



Dishtv has formed a joint marketing alliance with Fox Star Studios for its forthcoming movie

'My Name is Khan'

New Delhi, 02 February 2010: In yet another pioneering initiative, Dishtv, India's No. 1 direct-to-home company, has entered into a strategic marketing alliance with Fox Star Studios for the co-promotion of its forthcoming movie 'My Name is Khan' with DISHTV. The movie stars Shah Rukh Khan and Kajol and is directed by Karan Johar. Dishtv will showcase exclusive interviews with Karan Johar and Shahrukh Khan as well as exclusive videos of Behind-The-Scenes of the film.

As a part of the deal, Dishtv will have rights to telecast exclusive interviews with the makers, Karan Johar and the stars Shah Rukh Khan and Kajol on its DTH platform. Through this tie-up millions of Dishtv subscribers would get exclusive content including videos of behind-the-scenes of 'My Name is Khan'.

As part of the tie-up, Dishtv has created a new TVC with Shah Rukh Khan, the main protagonist of 'My Name is Khan'. The Dishtv will also run a contest, wherein the participants will get a chance to meet Shahrukh Khan at his home - Mannat. The TVC has captured all the warm and affectionate moments in the movie and is in line with the new brand identity of Dishtv- 'Ghar Aaye Zindagi.' The 30 seconds TVC is expected to go on air across TV channels from 1st February. Dishtv will also run a month long 360 degree integrated marketing campaign across all India to co-promote the brand and the movie.

Commenting on the exclusive tie-up with Fox studios, Mr. Salil Kapoor, COO, Dishtv said, "It's extremely exciting to be associated with Fox Star Studios for 'My Name is Khan' - the most talked about and eagerly awaited magnum opus of the year. Shahrukh Khan is Dishtv's Brand ambassador and we are delighted to promote the movie 'My Name is Khan' as it has a beautiful synergy with our brand positioning 'Ghar Aayi Zindagi. Dishtv will run a pan-India marketing campaign for which the company will spend around Rs 4 crore'. Salil Kapoor added.

Vivek Krishnani – Head Marketing Distribution & Syndication, Fox Star Studios India, in association with DISH TV said, "My Name is Khan is a film that will appeal to people of all age groups. Our promotional partnership with DISH TV will help us widen the reach of MY NAME IS KHAN the film to a Pan Indian audience. MY NAME IS KHAN has an incredible buzz on ground and we are going all out to give it the best possible release, we are glad to be associated with like minded partners like DISH TV and are thrilled with their support to co-promote the film"

The most awaited movie of the year 'My Name is Khan' features Shah Rukh as an unconventional hero Rizvan Khan, who embarks on a journey across America to win back the love of his life, played by Kajol. It shows how, along the way, his personality touches the lives of many and inspires a nation. The movie also marks the comeback of one of the most popular Bollywood pairs of all times, Shah Rukh Khan and Kajol, who together have ruled the hearts of zillions around the globe.

The movie releases in theatres across the country on 12th February 2010.

About Dishtv:

Dishtv is India's No. 1 direct-to-home company and part of the biggest media conglomerate – Zee group. Dishtv has on its platform 250 channels & services including 21 audio channels with over 6.5 million subscribers, which is growing. Dishtv has a vast distribution network of about 700 distributors & 48,000 dealers that spans around 6600 towns across the country. Dishtv has 24*7 call centre with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dishtv, visit www.dishtv.in

About Fox STAR Studios:

Fox STAR Studios is a joint venture between Twentieth Century Fox, one of the world's largest producers and distributors of motion pictures and STAR, Asia's leading media company to produce world-class local-language films in Asia for worldwide distribution. The joint venture is making its first foray in India and will soon expand into other markets including Greater China and South East Asia.

About Dharma Productions Pvt Ltd:

Dharma Productions is a Production house synonymous with movies with a heart and has a little for every generation. Started by Late Yash Johar, Karan has taken the mantle and broken and re created many records ever since. My Name is Khan is Karan's 4th film as a Director and brings with it a sense of maturity in way of story narrative and treatment.

It's been a very exciting process to co – produce 'My Name Is Khan', with Red Chillies Entertainment as both the companies have similar synergies.

About Red Chillies:

Red Chillies Entertainments, 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 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.

'My Name is Khan' is a joint venture between Dharma production and Red Chillies Entertainments .

It is an exceptional love story.....

About My Name is KHAN

'My Name is Khan' is the triumphant story of an unconventional hero overcoming obstacles to regain the love of his life.

Rizvan Khan, a Muslim man from India, moves to San Francisco and lives with his brother and sister-in-law. Rizvan, who has Aspergers, falls in love with Mandira. Despite protests from his family they get married and start a small business together. They are happy until tragedy strikes when attitudes towards Muslims undergo a sea-change. When tragedy strikes, Mandira is devastated and they split. Rizvan is confused and very upset that the love of his life has left him. To win her back, he embarks on a touching and inspiring journey across America. www.mynameiskhanthefilm.com

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