

## Sony MAX kicks off the celebrations to landmark 20 glorious years

**National | July 2019:** Sony MAX, India's leading premiere Hindi movie channel from Sony Pictures Networks India (SPN), has created a benchmark by becoming the only channel across genres, to sustain a long-standing leadership stint for 148 weeks in a row. To mark this milestone and kick-start the celebration of 20 glorious years of entertaining movie lovers in India, The TVC, which first aired at 20:20 on 20 July 2019, marks the launch of an elaborate marketing blitzkrieg across multiple touchpoints as a run-up to the special day in October 2019.

The latest TVC, the first of many initiatives in a three-month integrated campaign, "Yeh Desh ki Deewangi" relives classic golden moments from some of the most memorable movies of the past two decades. India has grown up on a staple feed of filmy masala, culture curry and cinematic servings dished up by Sony MAX. Gullu Gulati, the central character of the campaign, is the personification of the deewanapan of Sony MAX. The film follows Gullu Gulati, charting a 20-year journey of 'Deewangi' as he lives his life unabashedly imitating iconic scenes from movies and his favorite stars like Raj Aryan from Mohabbatein, Raj from Dilwale Dulhania Le Jayenge, Bahubali and Sultan.

The TVC's are conceptualized by DDB Mudra Group Contract and shot by Footloose Films. To promote the campaign, the channel is engaging in a massive television plan across news, kids and regional channels for three weeks. The marketing plan also consists of a huge digital leg.

For two decades, Sony MAX has kept the hearts of movie enthusiasts across the country beating through a wide selection of films. Along with popular and beloved Bollywood titles, Sony MAX has been a pioneer in bringing South dubbed Indian cult films to our homes including the uber-successful Bahubali series, blockbuster movies of the year – KGF, Kanchana 3, Yevadu and many more.

Sony MAX also revolutionized the way India's favorite sport cricket was presented and consumed – with introduction of Indian Premier League and Extraa Innings T20 in the year 2008, heralding a new era in sports entertainment in the country. As the official broadcaster of IPL for 10 years, the channel has given birth to some of the unforgettable campaigns of Indian television like '10 saal aapke naam', 'Ek India Happy Wala' 'India Ka Tyohaar' and 'Sirf Dekhneke Nahi'.

Sony MAX has added zest and newness to the exciting world of entertainment through engaging and unique short-format originals segment like Bittu Bak Bak, MAX Fully Deewaney, Producer Champaklal, and Dr. Pran Lele. It has started the trend of comedy fillers in a movie channel giving audiences enough reason to have a hearty laugh in between super-hit movies.

**Neeraj Vyas, Business Head, Sony SAB, PAL and Sony MAX Movie Cluster** said, "I am thrilled that Sony MAX which has been the undisputed leader, week on week for nearly three years, setting unparalleled standards in the industry, is celebrating its 20th anniversary this year. For two decades, our robust library of films, path-breaking concepts, trend-setting programming have made the channel a strong favorite. We take pride in our deep audience insights and our ability to keep abreast of the dynamic and evolving movie viewing patterns that have helped us stay ahead of the curve. On this truly momentous occasion, we reiterate our commitment to offering only best-in-class entertainment"

**Vaishali Sharma, Head, Marketing & Communications, Sony SAB, PAL and Sony MAX movie cluster** said, "As Sony MAX completes 20 years, we are extremely excited to present our viewers with the brand-new

campaign that bring together our two memorable decades in 'Yeh Hai Desh Ki Deewangi.' Like Gullu Gulati, each one of us have grown up with the passion and madness for movies. He represents the heart of every Indian. With this milestone, we only promise to get better and bigger from here on while entertaining our audiences to their heart's content."

**Rahul Mathew, National Creative Director, DDB Mudra Group** said, "Indians and Hindi cinema are inseparable and when it comes to movies, it's Sony MAX. The clear brief given to us was to conceptualize a campaign for the channel which has been the epitome of Bollywood movies for past 2 decades now. To capture the essence of this stature we had to recreate the 'Deewangi' that represents the emotions of the entire nation. Hence, Gullu was born whose 'Deewangi' for movies and Sony MAX resonates with every movie lover in India."