



August 24, 2015

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
Tel.: 022-26598190
Fax: 022-26598191

Sir/Madam,

**Sub: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019 –
Symbol: SHEMAROO**

**Re: Press Release titled “Shemaroo Entertainment’s movies now on HOOQ – Asia’s largest premium
OTT service**

Please find enclosed herewith Press Release by Shemaroo Entertainment Limited titled “**Shemaroo
Entertainment’s movies now on HOOQ – Asia’s largest premium OTT service.**”

This is for your information and records.

Thanking you,

Yours faithfully,

For Shemaroo Entertainment Limited

.....
Ankit Singh
Company Secretary & Compliance Officer

Encl.: Press Release.

CC:
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 023



Press Release

Shemaroo Entertainment's movies now on HOOQ – Asia's largest premium OTT service

24 August'15, Mumbai: Shemaroo Entertainment, an established content house partners with **HOOQ**, the video-on-demand service launched by industry giants – **Singtel, Sony Pictures Television and Warner Bros**. The companies have signed a deal of more than 1000 titles across multiple genres and languages.

HOOQ, Asia's largest premium video-on-demand service with a content library of over 30,000 hours, has recently entered into the Indian market and will now distribute Shemaroo's library that includes a mix of classics to super hit films, TV serials and fitness videos. The content catalogue includes titles like Hunterrr, The Dirty Picture, Ishqiya, Don, Kaalia, KhudaGawah, Mughal-E-Azam, Nukkad, Shilpa's Yoga, Bipasha's Fit & Fabulous and many more. Customers can enjoy these movies and more on any Internet connect device including phones, tablets and computers.

Jai Maroo, Director, Shemaroo Entertainment shares his thoughts on the occasion, *"We are excited to partner with HOOQ for Indian content. With increasing number of devices and its users, the consumption of content on these platforms will certainly see an upward swing. We believe that services like this will catalyze consumers' shift towards premium paid services and thus will ultimately benefit content owners like us."* He adds, *"The deal affirms our focus to deliver quality content to our consumers on a variety of media and a network of their choice."*

"Partnering with Shemaroo Entertainment, one of the largest content houses in the country will no doubt strengthen our ever-growing catalogue. We aim to satisfy the entertainment needs of the Indian consumers by ensuring that they continue to enjoy the largest and best catalogue of Hollywood and Indian content for only Rs. 199 per month", said HOOQ Chief Executive Officer, Mr. Peter Bithos. *"We have put the Indian customers at the heart of our design to ensure that HOOQ serves their needs given the various challenges of India and other developing countries. This is evident in the world's first download feature for Hollywood content, where customers can download up to 5 of their favourite movies to watch at a later time even when they are not connected to the internet."*

HOOQ is available to all customers through subscribe from their website www.HOOQ.tv or download from app stores.

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 HOOQ

HOOQ is Asia's first premium video-on-demand service to launch across the region. HOOQ is a start-up joint venture established in January 2015 by Singtel, Sony Pictures Television and Warner Bros. HOOQ delivers over 30,000 hours of Hollywood blockbusters and popular local programs to customers anytime, anywhere by enabling them to stream and download their favorite shows on their internet device or platform of choice. HOOQ currently operates in the Philippines, Thailand and India with a population footprint of over 1.4 billion people. For more information, visit www.hooq.tv.

For more information please contact:

HOOQ Aashima Malik aashima.malik@bm.com	SHEMAROO ENTERTAINMENT LIMITED Ekta Kumari ekta@shemaroo.com
--	--