

**FOR IMMEDIATE RELEASE**

## **IFLIX IS NOW AVAILABLE IN NEPAL, LAUNCHES PARTNERSHIP WITH NCELL**

**KUALA LUMPUR, 12 October 2017**– iflix, the world's leading entertainment service for emerging markets, today announced the launch of its revolutionary service in Nepal. Consumers can now sign up for a one-month free trial via iflix's website, [www.iflix.com](http://www.iflix.com), or by downloading the app to their phone or tablet from Google Play or the Apple App Store, giving them unlimited access to thousands of the world's best TV shows, movies and more on every device they own, with no credit card required and no obligations.

The Company additionally announced an exclusive partnership with Ncell Pvt Ltd. ("Ncell"), giving Ncell customers up to three months unlimited access to iflix's world-class service (worth NPR 900), sponsored by Ncell.

Each iflix subscription includes:

- Unlimited access to iflix's vast library of thousands of first-run exclusive shows, award-winning TV series, blockbuster movies, popular local and regional content, children's programs and much more;
- Access to iflix on up to 5 devices including phones, tablets, laptops, desktops, TVs and other connected devices, and watch shows on two different devices at the same time;
- The ability to download TV shows and movies to any phone, tablet or mobile device to binge-watch offline, when not connected to the Internet;
- Access to *Channels* from some of the world's most popular and exciting entertainment studios and brands along with users' favourite content genres;
- The ability to add TV shows, movies and *Channels* to their personalized iflix homepage as well as follow playlists curated by hundreds of their favourite influencers and celebrities.

During the three-month access period Ncell customers will also enjoy unlimited data from 12:00 am to 5:00 am, exclusively to stream and download shows on iflix. Ncell 4G users are entitled to an additional two hours of data, between 5:00 am and 5:00 pm for the same

period, at no extra charge.

Ncell also introduced a new hourly video pack for NPR 50, allowing customers to enjoy unlimited viewing on iflix for one hour, with a validity of one day. Customers may purchase multiple data packs.

With over 220 studio and distributor partnerships worldwide, iflix offers subscribers the most extensive selection of iconic, critically acclaimed TV series and fan-favourite films both internationally and locally available in the region, including hit Hollywood titles *Teen Wolf*, *Vikings*, *Rocky Balboa* and *Fargo*, as well as highly anticipated Bollywood hits *Piku*, *Heropanti* and *Krrish 3*. At launch, many of iflix's most popular movies and TV shows will be offered with Nepalese subtitles, with the aim of localizing the entire catalogue in the months to come.

iflix Nepal Country Lead, Bhawana Ghimire commented: "iflix is passionately focused on fulfilling the entertainment demands of local consumers throughout Nepal. We are deeply committed to offering them a uniquely personalized and localized service with a vast selection of the world's best TV shows and movies, to stream or download on any device of their choice. We are thrilled to partner with Ncell, Nepal's leading mobile network, for our launch here and to bring our world-class service to all Ncell customers throughout the country."

Ncell Corporate Services Director, Pranay Acharya said: "We are delighted to partner with iflix to offer world-class entertainment to our customers. After swiftly expanding 4G services to 19 cities across the country, this partnership with iflix is a testament to our commitment to contribute in making digital Nepal a reality, fulfilling growing demand for data and content."

Now available to over one billion consumers across 23 territories throughout Asia, the Middle East and Africa, iflix has established itself as the clear market leader in video streaming. Offering consumers, a vast library of top Hollywood, Asian and Middle Eastern regional, and local TV shows and movies, including many first run exclusives and award-winning programs, each subscription allows users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever.



LET'S PLAY

## **ABOUT IFLIX**

iflix is the world's leading entertainment service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection everyone's favourite comedies, drama, K-drama, Turkish drama, Bollywood, Nollywood, cartoons, movies, live sports and more from Hollywood, the UK, Asia, The Middle East and Africa, iflix places the entertainment people want at their fingertips to either stream or download. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

Let's play.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Cambodia, Nigeria, Kenya, Ghana and Nepal.

## **ABOUT NCELL**

Ncell Pvt. Ltd. has been working in Nepal since 2004 as the first private mobile operator in the country. We provide services of international quality with a local touch. Most of our employees are Nepali and our services are designed to meet the needs of the local society. We are constantly working towards our goals of connecting everyone in Nepal through our network, providing high quality, modern and cost effective services and creating value for our customers and partners.

Ncell is a part of Axiata Group Berhad. Together with Axiata, Ncell is committed to contribute to the development of the country's economy and infrastructure, building best-in-class networks and bringing people in the remotest areas of Nepal within the reach of communications.

Ncell has been serving more than 15.75 million Nepalese people.

**For more information, please contact:**

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