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CRITICALLY ACCLAIMED BENGALI-INDIAN HIT, *DOOB: NO BED OF ROSES* PREMIERES EXCLUSIVELY ON IFLIX

Starring and co-produced by award-winning Bollywood/Hollywood actor Irrfan Khan, Doob: No Bed of Roses premieres exclusively on iflix, two months following its cinematic release

Dhaka, 20 December, 2017: iflix, the world's leading entertainment service for emerging markets, has acquired exclusive rights to premiere the 2017 Bangladesh-India co-produced drama, *Doob: No Bed of Roses*. From today, iflix subscribers will be able to stream or download the highly anticipated film in high definition just two months following its cinematic release, exclusively on iflix.

As part of the recently announced partnership between iflix and Robi Axiata Limited ("Robi"), Robi and Airtel customers receive three months unlimited access to iflix, sponsored by Robi (worth BDT 900). This offers the perfect opportunity to stream *Doob: No Bed of Roses* on up to five devices. During the entitlement period, Robi customers will also be able to enjoy exclusive new data packages for streaming and downloading shows on iflix.

Directed and written by Mostofa Sarwar Farooki, *Doob: No Bed of Roses* premiered in theatres across Bangladesh and India in October 2017 to widespread critical acclaim. The plot follows Javed Hasan (Irrfan Khan, *Jurassic World, Life of Pi*), who - in midst of a mid-life crisis - begins an affair with his daughter Saberi's (Nusrat Imroz Tisha) childhood friend, Nitu (Parno Mittra) to the shock and devastation of his family. The film also stars Rokeya Prachy as Maya, and is jointly produced by Jaz Multimedia, Eskay Movies and Irrfan Khan.

Doob: No Bed of Roses has screened at prestigious film festivals around the world, including the Shanghai International Film Festival, 39th Moscow International Film Festival, Vancouver International Film Festival and Busan International Film Festival.

iflix Bangladesh Country Manager, Imrul Karim said: "The addition of *Doob: No Bed of Roses* is an incredible milestone for iflix and a testament to our commitment to localisation as we showcase the best of Bangladeshi entertainment to our

subscribers around the world. Following the tremendous success of *T10 Cricket League's* live stream, iflix continues to solidify its leadership as the premier destination for the best entertainment experiences including sports and express from cinema.”

Robi's Vice President, Market Operations, Md. Mahbubul Alam Bhuiyan said: “It feels great to be able to bring the popular film, *Doob* to our Robi and Airtel subscribers through iflix. On demand digital video streaming service is clearly gaining momentum in Bangladesh and iflix along with Robi is playing the lead role in this revolution, and it is particularly satisfying for us as a digital company.”

Now available to over one billion consumers across 24 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.

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, Nepal and Bangladesh.

ABOUT ROBI

Robi Axiata Limited (“Robi”) is a subsidiary company of the Asian telecom giant, Axiata Group Berhad based in Malaysia. Robi is the second largest mobile network operator in Bangladesh. Robi has introduced many first of its kind digital services in the country and has invested heavily to take its mobile network to the underserved communities even in the rural areas. Other shareholders in the entity are Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc.

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