

**FOR IMMEDIATE RELEASE****IFLIX UNVEILS ORIGINAL PROGRAMMING IN BANGLADESH**

- *iflix premieres telefilm “Madventure” and original web series “Half”*
- *Produced in partnership with Airtel, “Madventure” is directed by Redoan Rony and stars renowned musicians Pritam Hasan, Mishu Sabbir and Allen Shubhro*

**KUALA LUMPUR, February 20, 2018** – iflix, the world’s leading entertainment service for emerging markets, today premiered its first two original programs in Bangladesh – 40-minute telefilm *Madventure* and five-part web series *Half*. From today, iflix subscribers can stream or download both original Bangladeshi titles, exclusively on iflix.

*Madventure* is directed by award-winning Bangladeshi television and film director, Redoan Rony. *Madventure* is a coming-of-age story about a group of young Bangladeshis who meet on a tour bus. Carrying a mix of eclectic personalities epitomizing modern Bangladeshi youth, the bus journeys towards Bandarban on a backpacking tour - a concept relatively new in Bangladesh. Throughout the journey, a few instances bring the group closer, including a love triangle, an engine failure and a ransom situation. Featuring an original song by Minar and starring renowned musicians Pritam Hasan, Mishu Sabbir and Allen Shubhro, *Madventure* takes viewers on an unforgettable journey about the simplicity and hope of youth.

Directed by RB Pritam, *Half* is a five-part original series that follows a young Bangladeshi couple, Dipa and Tonmoy. Dipa is a young, independent woman who doesn’t believe in marriage, and Tonmoy works at a large multinational and comes from a respectable family. When Dipa gets fired from her job and Tonmoy catches his girlfriend cheating, the two meet serendipitously at a local bar. A fun night leads to unexpected surprises, and Dipa and Tonmoy must deal with the consequences of suddenly becoming “the other half” in each other’s lives. Touching on contemporary family and social themes, *Half* is a relatable tale for Bangladeshi youth.

iflix Bangladesh Country Manager, Imrul Karim said: “Following on increasing demand from audiences for more local content, we are pleased to work with local top tier industry players to offer our members premium original Bangladeshi entertainment. Touching on relatable themes like love, family and youth, *Madventure* and *Half* are our Valentine’s gifts to our subscribers in Bangladesh, as we continue to provide our subscribers with content that is fresh and relevant – unscheduled and on demand.”



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Now available to over one billion consumers across 25 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**

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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, Bangladesh and Zimbabwe.

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