



FOR IMMEDIATE RELEASE

IFLIX SIGNS THREE-YEAR DEAL WITH BOLLYWOOD POWERHOUSE, RELIANCE ENTERTAINMENT

The distribution agreement brings the best of Bollywood, including Holiday, Bodyguard, Singham, Bluffmaster, and Dev, to iflix subscribers across MENA.

DUBAI, March 4, 2018 – iflix, the world’s leading entertainment service for emerging markets, offering subscribers unlimited access to thousands of TV shows, movies and more, today announced a major three-year distribution agreement with Reliance Entertainment to add a wide range of Bollywood blockbusters to iflix’s extensive library of world-class content.

iflix subscribers in the Middle East now have unlimited access to the best of Reliance Entertainment’s Bollywood offering including *Holiday, Bodyguard, Singham, Bluffmaster, Dev, Bobby Jasoos, Total Siyapaa, Besharam, I, Me Aur Main, Zanjeer, Double Dhamaal, Break Ke Baad, Raavan, Do Knot Disturb, Johnny Gaddaar, Nishabd, Taxi #9211, Apaharan, Hawaizaada, Well Done Abba, Dil Dosti Etc., Khoya Khoya Chand, and Gangaajal.*

Carine Chaiban, iflix Head of Content, Middle east and Asia said: “With an exhilarating slate of Hindi titles, Reliance Entertainment is a clear leader in Bollywood entertainment. iflix is thrilled to bring their premium titles to Bollywood lovers across the region in our continued commitment to providing the best in entertainment from around the world to all our subscribers.”

“The popularity of Bollywood has always been supported by remarkable content, which surpasses geographical borders and is loved by viewers around the world,” said Sweta Agnihotri, CEO Content Syndication. “We are pleased to partner with iflix to bring our content even closer to our fans in the Middle East and North Africa”.

Now available to over one billion consumers across 25 territories throughout Asia, the Middle East and Africa, iflix offers 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.

For new subscribers, iflix offers a complimentary one-month trial with full access to its service, features and content. Go to www.iflix.com to register.



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 and Zimbabwe.

About Reliance Entertainment:

www.relianceentertainment.net

Reliance Group, led by Anil D. Ambani, is among India's major business houses, with a leadership position in telecommunications, power, infrastructure, financial services, and media and entertainment. The Group has over 250 million customers, serving 1 in every 5 Indians and has over 8 million shareholders, amongst the largest in the world.

Reliance Entertainment is the media and entertainment arm of Reliance Group and is engaged in the creation and distribution of content across film, television, digital and gaming platforms.

Internationally, Reliance Entertainment has partnered since 2009 with iconic film producer and director, Steven Spielberg, in the formation of DreamWorks Studios, and thereafter, Amblin Partners.

This relationship has produced several highly successful films such as The Help, War Horse, Lincoln, The Hundred Foot Journey, The Girl on the Train, Office Christmas Party and A Dog's Purpose. Reliance Entertainment also released the highly acclaimed, Steven Spielberg directed "The Post" starring Tom Hanks and Meryl Streep on January 12th, 2018. The studio will now be releasing 7 days in Entebbe on March 16, 2018.

Follow us on:



[/RelianceEntertainment](https://www.facebook.com/RelianceEntertainment)



[@RelianceEnt](https://twitter.com/RelianceEnt)



[/RelianceEntertainment](https://www.instagram.com/RelianceEntertainment)



For media enquiries, please contact:

Iflix

Dalia Moustafa

iflix Regional Communications Manager for MENA – PR & Communications

dalia.moustafa@iflix.com

+971 50 598 7271

Reliance Entertainment

Daljeet S Singh

Daljeet.S.Singh@relianceada.com

+919312014099