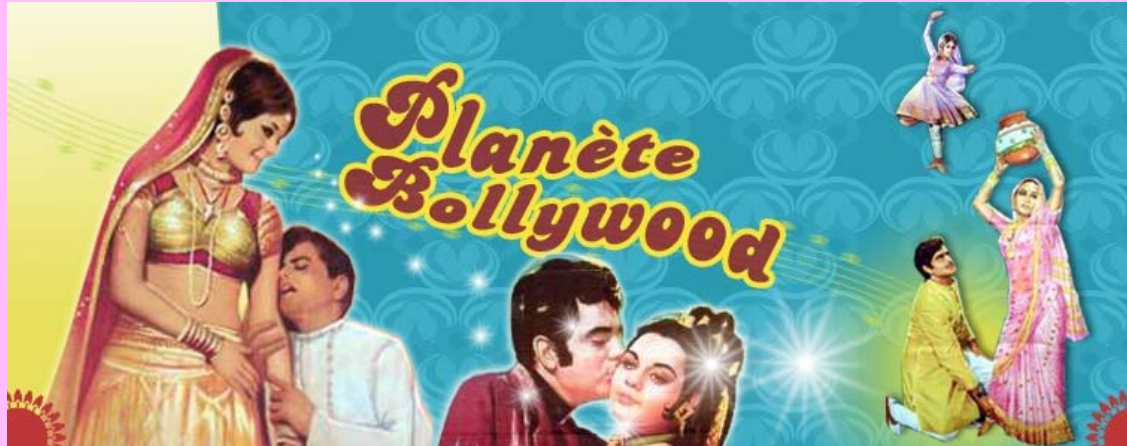




Bollywood Movie Channel





- Bollywood is the leading producing industry of movies in the world : 900 odd movies per year in addition to Kollywood in Chennai, Tollywood in Hyderabad (both in the South) production odd around 500 movies per year.
- The catalogue of Bollywood. Indian movies is more than 100 years old.
- The brand awareness of the Bollywood cinema is international and growing beyond the primal focus on the Indian community to be extended to the general public of North Africa, Africa, Middle East and eastern Europe.

The main programming : 300 original movies per year

- All the Movies will be on their original version in Hindi and Tamil With English sub- titles
 - ✦ Recent Blockbusters
 - ✦ A selection of the best and popular movies from a 100 years old catalogue
- 70 % of Hindi movies (2 / day)
- 30 % of other Indian movies (1 / day)
- 3 movies a day
 - ✦ One blockbuster
 - ✦ One popular movie
 - ✦ One classical movie



The local produced programmes

- **Bollywood Direct** : The latest movie releases and critics with behind the scene and making of and avant premieres, red carpets.
- **Trend Indian Masala** : A musical magazine with all the actuality of the music and latest Bollywood songs with the countdown of the latest Bollywood hits.
- **Indian Mix** : All the that you wanted to know about the Bollywood stars with exclusive interviews and the cultural activities about the Bollywood universe on the latest Fashion Trends, the Socialites Parties and local events. Also coverage about the activities held in South Africa among the community.

