



Priyanka Chopra launches People's Choice Awards in India

- **India to be the first country outside of the US to host its own version of the awards**

Mumbai, October 18th, 2012: **COLORS**, India's leading Hindi General Entertainment Channel, today announced the launch of the internationally acclaimed talent honors – **Pantene, the World's Number 1 Haircare brand from P&G** presents **People's Choice Awards (PCA)**. Popular Indian actress with an International voice, **Priyanka Chopra** today unveiled the most coveted People's Choice Awards trophy. Through its exclusive license distribution partner Mark Burnett Production's One Three Media, the People's Choice Awards franchise owner **Procter & Gamble (P&G)** has licensed the show format to **Bulldog Media & Entertainment**. India is now set to make history as the first country outside of the US to have its own version of the popular entertainment extravaganza.

The People's Choice Awards will be a celebration of the various shades of entertainment, honoring exceptional talent across Bollywood, Music, Television and Sports. The glittering evening will see performances by the celebrity brigade - **Madhuri Dixit, newlyweds Saif-Kareena, Priyanka Chopra, Sonu Nigam, Parineeti Chopra, Ram Kapoor** and **Sakshi Tanwar** amongst others making PCA the biggest star studded show ever. The ever charming **Ayushmann Khurana** will take on as the host for the awards and will be seen cracking-up the audiences with his comic style.

Talking about her association with People's Choice Awards, **Priyanka Chopra said**, *"I am excited to be introducing People's Choice Awards, one of the most reputed international awards that are the voice of the viewers. At the end of the day they are the ones who make the star and create a success story. Therefore their verdict is most important."*

She further added, *"I am a born entertainer and performing on stage comes naturally to me. I enjoy the adrenaline rush with every performance and you will see a different facet of me at the PCA."*

Commenting on the launch of People's Choice Awards in India, **Raj Nayak, CEO, COLORS** said, *"The Indian television space has witnessed multiple international entertainment formats. However, COLORS goes one step forward as we, for the first-time-ever, present an international awards format that's based on public voting entirely honoring top*



entertainers across categories like movies, music, television and sports. The awards are completely democratic, uniting all mediums of entertainment on one common platform."

He further added, *"We are delighted to partner with Pantene and Bulldog Media to bring the internationally acclaimed People's Choice Awards to India."*

Deepa Vaidyanathan, Head - Brand Communications, P&G, *said, "We have been associated & own the People's Choice Awards for close to four decades and are excited to now bring it to India. Our no: 1 priority is to delight our consumer by offering her varied experiences where we can not only serve her but also listen to her. The People's Choice Awards globally & now in India offers us that opportunity to hear about our consumer's choices & reward her in return by giving her an opportunity to shine with the stars. Our consumers in North America have had a chance to star with Johnny Depp, Jennifer Aniston & Katy Perry & we are certain that India will give them an equally if not better shot at fame!"*

Akash Sharma, Co-Founder & Managing Director at Bulldog Media & Entertainment *said, "We are immensely excited to bring the People's Choice Awards, one of America's most successful award show franchises to India. Specially adapted for the Indian audience, the People's Choice Awards will have sports as a genre for the first time in addition to music, television and movies. In the U.S., the fans cast over 230 million votes last year across PeoplesChoice.Com and social media. In India, the People's Choice Awards will now be one of the major awards shows truly driven by public voting - making them completely of the people, by the people and for the people."*

Leading media research and analytics company Ormax Media are the knowledge partners for People's Choice Awards 2012. The nominees were selected based on consumer research data collected by Ormax Media over the last year, through their syndicated products Cinematix (films), Showbuzz & Characters India Loves (television) and Heartbeats (music).

The annual People's Choice Awards gives fans a chance to honour their favorite entertainers across 29 categories through a public voting process. Voting lines are open till 21st of October, 2012. Log on to www.peopleschoiceindia.com for further details.



About 'COLORS'

'COLORS' is Viacom18's flagship brand in the entertainment space in India. A combination of 'emotions' and 'variety', COLORS launched on 21st July 2008 offers an entire spectrum of emotions to its viewers. From Fiction shows to Format shows to Reality shows to Blockbuster Movies – the basket contains all 'Jasbaat Ke Rang'. 'COLORS' is dedicated to promoting 'Cohesive viewing', through programmes like Balika Vadhu- Kacchi Umar Ke Pakke Rishtey, Madhubala...Ek Ishq Ek Junoon, Uttaran, Parichay- Nayee Zindagi Kay Sapno Ka, Kairi – Rishta Khatta Meetha, Chhal...Sheh aur Maat, Sasural Simar Ka, Na Bole Tum..Na Maine Kuch Kaha, Jhalak Dikhlaa Jaa among others.

About Viacom18

Viacom18 Media Pvt. Ltd. is a 50/50 joint venture operation in India between Viacom Inc and TV18. Viacom 18 Media Pvt. Ltd. operates seven general entertainment channels - **MTV, Nickelodeon, Vh1, COLORS, COLORS HD, SONIC, Comedy Central and film business through Viacom18 Motion Pictures**, that produces, acquires and distributes Hindi films, This apart, Viacom18 also runs Viacom's consumer products division in India. For more information on Viacom18, Viacom or Network18, log on to www.viacom18.com, www.viacom.com and www.network18online.com respectively.

About Bulldog Media & Entertainment

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About Procter & Gamble India

P&G, the makers of Pantene, serves approximately 4.6 billion people around the world with operations in approximately 75 countries worldwide. P&G is one of the largest and amongst the fastest growing consumer products companies in India. Its presence pans across the Beauty & Grooming segment, the Household Care segment as well as the Health & Well Being segment, with trusted brands that are household names across India. These include Pantene, Oral-B, Head & Shoulders, Ariel, Olay, Gillette, Vicks, Tide, Whisper, Ambipur, Pampers, Wella and Duracell. P&G operates through 3 entities in India of which 2 are listed on NSE & BSE. The listed P&G entities are: 'Procter & Gamble Hygiene & Health Care Limited' and 'Gillette India Limited', whereas the unlisted entity (which is a 100% subsidiary of the parent company in the U.S) operates by the name 'Procter & Gamble Home Products Ltd. Please visit www.pg-india.com for further details.

About Mark Burnett Productions, Inc.

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About People's Choice Awards India

Now in its 39th year in the US, the People's Choice Awards will be the only major awards show in India voted on entirely by the public for fan favorites in music, movies, television, and sports. The People's Choice official website at www.PeoplesChoiceIndia.com houses the voting platform where fans determine the winners for the annual awards show. Every year, potential nominees are determined by national ratings averages, box-office grosses, music sales and PeoplesChoiceIndia.com data, then vetted through Ormax Market Research. Fred Nelson is the President of People's Choice, and the Indian awards show is co-produced by Bulldog Media & Entertainment and Colors-Viacom18. Mark Burnett, Ramit Bharti Mittal, and Akash Sharma are the Executive Producers.

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