

Press Release

## **BOLLYWOOD LEGEND, AMITABH BACHCHAN, BECOMES BRAND AMBASSADOR FOR 'AAPKA COLORS'**



New York, 14<sup>th</sup> January 2010 : Amitabh Bachchan, named Superstar of the Millennium by a BBC Poll and the first Bollywood star to have his wax figure at Madame Tussauds, has been unveiled as the Brand Ambassador for 'AAPKA COLORS', a Viacom 18 Media Pvt Ltd channel and India's number one Indian Hindi entertainment channel.

'AAPKA COLORS', the Viacom 18 network's first branded channel coming soon in the US market, aims to entertain the entire Hindi South Asian Diaspora, across all generations.

Speaking of the development, Rajesh Kamat, Chief Executive Officer - 'AAPKA COLORS', said "Mr. Bachchan is one of the biggest global icons from India. He has effortless charm and ability to connect with a wide range of people across demographics. This rare coupling of charisma and inherent talent is what makes Mr. Bachchan the right choice for endorsing the channel. He further added "We are honored to have Mr. Bachchan on-board and are confident that, with his association with us we will meet with similar success outside India."

Taking forward his association with Indian version of 'AAPKA COLORS', Amitabh Bachchan, now the Brand Ambassador of the channel, will be seen often on the channel to promote the shows, much to the delight of his fan's and the channel's loyal viewers.

Talking of his association with 'AAPKA COLORS', Mr. Bachchan commented, *"My association with Indian version of 'AAPKA COLORS' began with Bigg Boss Season 3. Now, by taking on the responsibility of being its Brand Ambassador, I feel extremely honoured in being able to partner a media channel that has been a conduit of social change while churning out excellent quality entertainment. I am sure 'AAPKA COLORS', with its myriad hues of entertainment, will spread its magic in the US & UK as it did in India."*

Having created an unprecedented new benchmark in the Indian media and entertainment industry within a short time span - through innovative concepts, forward thinking and a strong self-belief and brand identity - the Indian version of 'AAPKA COLORS' has been credited for changing the landscape of Indian entertainment and redefining popular genres and formats. And now, the most dynamic channel to emerge from India takes up residence in the US & UK with its unique blend of meaningful and impacting entertainment through fiction shows, reality shows, game shows and blockbuster Bollywood films.

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**For Further Information, please contact COLORS**

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### **About 'AAPKA COLORS'**

'AAPKA COLORS' is the US version of Viacom18 Media Pvt. Ltd.'s flagship brand in the entertainment space in India. A combination of 'emotions' and 'variety', it was launched in India on 21st July 2008 and 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'. The Channel is dedicated to promoting wholesome entertainment, through programmes like Sabki Jodi Wohi Banata...Bhagyavidhata, Maat Pita Ke Charnon Mein...Swarg, Balika Vadhu- Kacchi Umar Ke Pakke Rishtey, Uttaran, Na Aana Is Des Laado, Fear Factor - Khatron Ke Khiladi Level 2, & Chhote Miyan Chapter 2 amongst others. Visit [www.aapkacolors.com](http://www.aapkacolors.com)

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