

IMImobile enables first ever Mobile Premiere of a Telugu movie Sainikudu, acquires its exclusive mobile rights

Hyderabad, India, October 17, 2006: For the first time in the history of Telugu film industry, Sainikudu, the movie will be unveiled through a Mobile Premiere courtesy IMImobile, India's leading Mobile Value Added Services provider. In a path breaking partnership for the Indian film industry, IMImobile has also acquired its exclusive worldwide mobile rights. Starring South Indian stars Mahesh Babu and Trisha, the movie has been directed by Gunasekhar and is produced by Aswani Dutt.

Sainikudu is being Mobile Premiered today, 17th October in Hyderabad in partnership with IMImobile. Produced under the Vyjayanthi Movies banner, the music for Sainikudu has been composed by Harris Jayaraj, the popular South Indian music director who has given hits like Minnale, Aparichit, and Gajini in Tamil.

IMImobile has a vast library of content of Bollywood and regional language movies. It has established a leadership position in VAS (Value Added Services) domain as one of the key players which manages it on an end-to-end basis. IMImobile has acquired exclusive rights of many upcoming movies for Bollywood, Tollywood, Kollywood and Malayalam movies which will be made available to the mobile customers through the various mobile operators and media companies that it partners with.

Speaking on this occasion, Jai Rajagopal, Head-Content Sales & Alliances, and IMImobile said "This is the first time that a Telugu film is being premiered through a mobile. Our endeavor is to provide the first glimpse of the content to the mobile user. This initiative from IMImobile will strengthen the existing relationships with content owners across the globe and is part of our ongoing endeavor to provide rich mobile content through out the world".