

## **DISNEY CHANNEL LAUNCHES ANOTHER LOCAL PRODUCTION IN INDIA**

### **DHOOM MACHAAO DHOOM - FIRST DAILY ORIGINAL SERIES TO PREMIER IN JAN '07**

Mumbai, December 20, 2006: Disney Channel rings in the New Year with the launch of its second major original local production, '*Dhoom Machaaao Dhoom*'. This is also the Channel's first 'original' daily show for the tweens.

With energy, strong musical backdrop, and loads of fun moments, '*Dhoom Machaaao Dhoom*' tells the story of four young girls who have teamed up to form a band against all odds, reflecting the tastes, preferences and struggles of kids today. The show encourages self-expression and urges the kids to believe in themselves and their dreams. Personality clashes, intricate friendships, family influences and typical growing up issues form the core of the story. '*Dhoom Machaaao Dhoom*' will air at 7:30 p.m. from Monday to Thursday on Disney Channel starting January 8, 2007.

"Following the success of the first local production '*Vicky Aur Vetaal*' earlier this year, Disney Channel seeks to further strengthen its already robust connection with kids and their families with this cool and contemporary show", says **Nachiket Pantvaidya, Executive Director, Walt Disney Television International (India)**. "We are a committed local player in the kid's entertainment space and '*Dhoom Machaaao Dhoom*' is our next strong bid to showcase all that Disney Channel stands for", he adds.

With '*Dhoom Machaaao Dhoom*' set to premier shortly, the number of hours of locally produced content on Disney Channel will soar to 30 a week. This is an important step to build Disney Channel's viewership amongst kids 4-14, using energetic, engaging and contemporary content in line with the Disney values.

Singing sensation **Shreya Ghoshal's** voice will feature in the show along with leading musician **Shantanu Moitra's** foot tapping music. The pilot episode also includes a special performance by new kid on the block **Sanchita**, the winner of Lil' Champ's contest on Zee TV.

#### More about '*Dhoom Machaaao Dhoom*':

The story follows the life and times of Priyanka who has just returned from the US with her mother and confronts arrival and adjustment problems, as those around her say she is not in sync with India.

The story moves on to include Priyanka's three friends, Malini, Ambika (Bikki), and Kajal – their acceptance of her, and the foursome's journey to create a band, which sparks off differences in mindsets between them.

It is a journey of adjustment and growing up, of hope and despair, of success and failure in the context of tweens. Full of fun and laughter this series depicts youth related matters in a manner that is light hearted and entertaining.

### About Disney Channel

Disney Channel offers an unparalleled blend of quality Disney entertainment and distinctive, originally produced programs that kids love and families trust and enjoy. This includes Disney's movies and series, sitcoms, family dramas and live action adventure stories. The channel's multi-genre programming is designed to meet hitherto under-served needs of India's preschool, kids and family audiences.

---

### **For Media Enquiries please contact:**

K. Seshasaye / Pooja Verma  
Walt Disney Television International (India)  
Tel: 5651 6630 / 6628  
Mob: 9820715609 / 9820139811  
[seshasaye.kanthamraju@disney.com](mailto:seshasaye.kanthamraju@disney.com),  
[pooja.verma@disney.com](mailto:pooja.verma@disney.com)

Ameeta Sequeira / Khyati Parekh  
Corporate Voice|Weber Shandwick  
Tel: 2281 2960/ 2281 2957  
Mob: 9867348156/ 9819084800  
[ameeta@corvoshandwick.co.in](mailto:ameeta@corvoshandwick.co.in)  
[khyati@corvoshandwick.co.in](mailto:khyati@corvoshandwick.co.in)