



DISNEY INDIA BRINGS AN ALL NEW OFFERING 'DISNEY INTERNATIONAL HD' – ITS FIRST HD ENGLISH ENTERTAINMENT CHANNEL FOR THE YOUTH

- The new channel will bring in world class English content, specially created to fulfil the entertainment need of youth in India -

October 05, 2017, Mumbai: Disney Media Networks has been entertaining kids, youth and families with high quality stories and characters for over a decade and has emerged as one of the strongest networks in India. The network is foraying into the HD space for the first time with the launch of Disney International HD introducing world-class English content to the youth in India.

Starting October 29, Disney International HD will bring in the magic of Disney, by showcasing international stories in English for today's youth that will entertain them through laughter, imagination and music.

The content mix spans a wide variety of brand new series and movies, ranging from the latest hits like 'Liv and Maddie', 'KC Undercover' and 'Girl Meets World', to blockbuster original movies like 'Descendants' and 'Teen Beach Movie, and ever popular hits like 'Hannah Montana' and 'Wizards of Waverley Palace' and 'High School Musical'. The content will also highlight Disney's original music from these series and movies through music videos and sing along versions.

"At the heart of everything we do is to tell great stories with engaging characters that resonate with our audience across age groups. Disney International HD will take this philosophy forward and celebrate the lives of youth through entertainment that is a reflection of their life's and their stories. This world class English content has aspirational characters and themes that are universal in nature and are spruced with humor and music. We are confident that this content will find instant appeal amongst the target audience as it transcends cultural and geographical boundaries. We are also extremely excited to introduce our first high definition channel to our existing portfolio," said Abhishek Maheshwari, Vice President, Media Networks, Disney India.

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About Disney India Media Networks

Disney India's Media Networks is a bouquet of eight specialty channels in the Kids, Youth and Movie segments. It is one of the leading entertainment destinations in India, reaching more than 300+ million viewers every month. The Media Networks has been successful at engaging consumers across different geographies by offering branded and distinctive content that has wide appeal across different segments of audiences. From kids' channels – Disney Channel, Hungama TV, Disney Junior, Disney XD – to youth network – bindass to movie channels - UTV Action and UTV Movies and the soon to launch Disney International HD, its first offering in English Entertainment and HD, the network entertains audiences with unique storytelling, relevant characters and compelling campaigns.

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