



bindass has got young India dreaming with Dreamstart

~ With a exceptional number of 1,10,021 unique callers, bindass' new initiative is all set to provide the youth a gateway to the most sought after opportunities and experiences ~

Mumbai, Jan 06, 2014: bindass, India's leading youth entertainment brand is bringing together a whole gamut of exciting opportunities and experiences that are most sought after by the youth of today as a part of its latest initiative 'Dream Start'. 'Dream Start' will be a gateway for the young people of India to achieve their most cherished dreams such as working for the biggest names in the business or attending a course at the most prestigious universities around the world and other such extraordinary opportunities. The very first bindass Dream Start will give deserving aspirants a chance to intern at one of India's leading movie studios – UTV Motion Pictures - the studio that has given Indian movie lovers super-hits like Rang De Basanti, Khosla ka Ghosla, Dev D, Jodhaa Akbar, No One Killed Jessica, Udaan, Rowdy Rathore, Barfi, Kai Po Che, The Lunchbox, Shahid, Chennai Express and many more. The Studio has a library of over 90 films including Hindi, Regional, Animation and International Productions, which have been showcased in over 50 festivals across 28 countries, receiving almost 350 awards in the last 9 years.

The Young everywhere and especially in India are seeking that great start, that one opening which can be the beginning of a great career, a great life. 'Dream Start' is born out of this insight to give youngsters a carefully curated set of the most relevant and sought after opportunities and experiences which can give an individual that unique advantage. The internship program at UTV Motion Pictures is one of the first offerings of Dream Start and there are many more exciting ones to come," said Bikram Duggal, **Director, Marketing, Media Networks, Disney UTV**

Already on its way to become a roaring success, the initiative has received over 1,40,000 calls and over 25,000 completed registrations in the first two weeks of launch. The entry mechanism through the website dreamstart.in includes a written quiz and an essay of 150 words.

"As the quintessential Indian Youth brand, bindass aims to be an enabler of purposive action through its shows as well as initiatives such as Dream Start. Understanding the preferences, aspirations and desires of the youth of India is in is our continuous endeavour and we constantly strive to bring



entertainment and engagement that is relevant to the youth and can also be a runway for some meaningful action on their part,” adds Duggal. The Internship with UTV Motion Pictures will aim to provide first-hand knowledge of how a true blue studio operates. The selected intern will get a chance to gain exposure across various business functions, develop business and people skills which will lead to them gaining an experience of a lifetime and transforming into a well-rounded professional. With the ‘Dream Start’ project, bindass aims to kick start one deserving youngster’s career by offering a 2 month internship. The intern will not only earn themselves a certificate of completion but will also get paid for their efforts. Taking this a step further, bindass will document and showcase the experience of the Intern getting a ‘Dream Start’ extensively across the digital mediums of Disney UTV properties. The campaign has been split into 3 Phases. Phase I will include registrations to the Contest, in Phase II the shortlisted participants from phase I will be further tested for their skills while in Phase III, the final selection will be made. Candidates applying for this need to be between the age of 18-25 years and must have completed their higher secondary schooling.

The registrations for the same have opened for 45 days starting from the third week of December 2013 until Jan 2014. With a simplistic approach, Dream Start will be starting a registration process which requires the participant to give a missed call on this number **1800 108 0000**, the participant will then receive an SMS or an IVR call which will direct them to a website to register as part of Phase I and answer a short quiz and in 150 words convey why this Internship is important to them. Approximately 500 candidates will be shortlisted in Phase II; this round will be held in Mumbai and Delhi post which approximately 5-10 candidates will be short listed for a personal interview with the Disney UTV panel.

bindass Dream Start’s extensive promotions commenced from December 2013 third week and will span across the Disney UTV Network, its digital assets, Outdoor, extensive coverage through theatrical promotions and activations across 26 cities, including all education hubs.

About bindass

bindass, India’s leading youth entertainment brand was launched in 2007 for the Indian youth. Today the channel has reached the No.1 position received the highest GVTS in 4 years that no other competition has achieved till now. Synonymous with grit, style and success, bindass is a brand of purpose and relevance; the properties/shows on bindass mirror the lives of young India. The channel is home to the best known home grown youth oriented cult shows and franchises such as YehHaiAashiqui, Emotional Atyachaar, Superdude, Beg Borrow Steal and Big Switch.