



WatchIndia.TV Launches Exclusive Shemaroo Movie Channel

WatchIndia.TV premier online TV company focused on the Indian market just launched the exclusive Shemaroo Movie Channel. Dedicated channel for just Shemaroo's hit movies of both new releases and classic hits.

New York, NY, May 16, 2008 --(PR.com)-- WatchIndia.TV, the leading IPTV company focused on the Indian market, is launching the 'Shemaroo Movie Channel' June 1st. The Shemaroo Movie Channel will allow subscribers to access the greatest movies from Bollywood's leading distribution house - 'Shemaroo Entertainment'. The channel will broadcast a mixture of new releases like 'Manorama Six Feet Under', 'Dhamaal', 'Bal Ganesh' and classics such as 'Naya Daur' and 'Anand.'

WatchIndia started offering Shemaroo's films on Pay Per View in late 2007. Because of the phenomenal response and demand for Bollywood movies, WatchIndia decided to create the exclusive Shemaroo Bollywood Channel making the ultimate source for Indian entertainment.

WatchIndia is the premier site for Indian entertainment, news and movies for Non Resident Indians. With nearly 40 million NRI's worldwide, WatchIndia caters to a market in great demand for Indian TV who are extremely eager to stay connected to news, culture and life back in India. WatchIndia stream all channels live and on demand for up to 14 days offering subscribers flexibility to watch when and where they want - be it home, work, vacation or any hotspot.

The Shemaroo Movie Channel can also be purchased as a standalone channel for \$9.99 or as part of the Mega Pack for \$24.95.

About WatchIndia.TV

WatchIndia.TV is the first site from Live Asia TV, an innovative new Internet Television company whose goal is to bring ethnic Asian programming to those residing in other countries. WatchIndia.TV partnered with top rated Indian networks to offer subscribers the flexibility to watch the best national and regional channels when and where they want. For more information, or a free 5-day trial, visit www.WatchIndia.TV.

About Shemaroo Entertainment

Shemaroo Entertainment Pvt. Ltd. is an integrated film production, distribution and animation player. With an excellent library of Hindi films, Shemaroo has successfully leveraged emerging technologies like Broadband, Internet, IPTV and Mobile. Shemaroo Entertainment has evolved as a one-stop shop providing end-to-end content related solutions to leading service providers across the globe. For more information visit www.shemaroo.com

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