



# VIAAN INDUSTRIES LTD.

**Mumbai: 14<sup>th</sup> March, 2018**

## **Media Release**

### **iQ Live – A live quiz game show tops the chart on both Google and iOS playstore.**

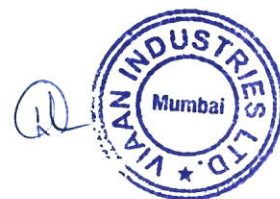
Viaan Industries Ltd has successfully launched their live trivia game show- IQ live on both Google Playstore and Apple App store. The game has topped the charts on both stores during the first day where more than 35,000 users played the first game show at 9PM on 12th March 2018.

The show has received tremendous response from the players and more than 150,000 downloads were received within 48 hours of launching game.

The game monetizes through Video Adverts of 30 secs during the show. The show is becoming the disruptive advertising destination for brands/advertisers where they can promote through 30 secs video ads with brands like Barrista, Macroman, etc already have a long term association with the brand.

“This will be the future of LIVE television where advertisers will be able to see the actual number of viewers watching their ads and promote products within the game show before every question to millions of dedicated viewers.”- says Raj Kundra, Chairman of Viaan Industries Limited.

iQ Live is a trivia game, not wholly dissimilar from TV gameshows like *Kaun Banega Crorepati* & *Who Wants To Be A Millionaire*, except minus the studio audience. Twice a day 1.30pm and 9pm, a host walks everyone watching through a series of 12 multiple-choice general knowledge questions. Its free to play, get all 12 right and you win a share of the daily cash prize pool which will go into lakhs. The company funds the daily prizes through advertising & marketing tie ups.





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The show is hosted by TV & Bollywood actor Rohit Roy and is joined by renowned RJ Malishka for future episodes.

Viaan Industries ltd has launched its own direct online ad booking system where advertisers can pay and reserve 30 second spots video ads on a first come first served basis on [www.iqlive.in](http://www.iqlive.in) The iQ Live app is now available on both android and iOS.

## **About Viaan Industries Ltd:**

Entrepreneur Raj Kundra and his celebrity wife Shilpa Shetty Kundra founded Viaan Industries Ltd in Mumbai, India. The Company has a strong and growing presence across the promising sunrise sectors of Entertainment Gaming, Licensing & Animation. The Company's vision is to drive a lifestyle change in masses through health & entertainment via its technology offerings. Their unique business offerings enable the stakeholders, distributors, and customers to be part of the Indian growth story.

For more information on Viaan Industries Ltd, please visit [www.v-ind.com](http://www.v-ind.com)

