



VIAAN INDUSTRIES LTD.

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Media Release

Viaan Industries Limited Signs a licensing deal with Stream Live Inc USA for a Live Quiz show

Viaan Industries Ltd has signed an exclusive licensing deal to launch a digital live trivia game show for India. 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. Get a single question wrong, and you're out! The company funds the daily prizes through advertising & marketing tie ups. It's a new rage in the USA & China where these apps have a devout following of millions of users. This is Viaan Industries Second LIVE game show the first was Aunty Boli Lagao Boli on Colors TV and Now iQ Live which is a pure live digital show.

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. Market research companies will benefit from instant data research on their brand integrated questions enabling them with knowledge of where to spend more marketing dollars. iQ keeps to a strict daily schedule of 9pm IST, with another show at 1.30pm on weekdays. The show starts on 12th March 9pm to be hosted by TV & Bollywood actor Rohit Roy.

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 The iQ Live app is now available on both android and iOS.

CMD Raj Kundra Says: "Our iQ Live app will rapidly become appointment to view programming termed as disruptive advertising for the entertainment sector. The digital ads market is blowing up and advertisers need new and engaging ways to reach out to their customers. The digital ad spend in India is currently at over eight thousand crores a year growing at 30% CAGR. We believe iQ Live is very engaging and you can play it on the move this is the reason why similar apps worldwide have managed to get millions of users. Our most important focus has been to find a solid technology partner that can manage the millions of concurrent viewers and after a lot of research and testing we found Stream Live Inc to be the right partners for us.



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Stream Live Inc CEO Mr Will Jamieson Says: 'We are excited to partner with Viaan Industries Ltd to have our platform power iQ Live in India. Our technology combined with Raj's teams expertise in Entertainment is a perfect partnership. India has the numbers and is the fastest growing digital spending market in the world. Together with Viaan Industries we will deliver the best streaming live game show India has ever seen.'

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

