



# VIAAN INDUSTRIES LTD.

Racing Towards A Billion Hearts

1<sup>st</sup> April, 2021

To,  
Corporate Relationship Department  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400001

REF: VIAAN INDUSTRIES LIMITED (SCRIP CODE: 537524)

Sub: Media Release

Dear Sir/Madam,

Please find attached herewith Media Release for the Company's new entertainment App called 'BollyFame.'

Kindly take a note of the same.

Thanking you,

For Viaan Industries Limited

Ripu Sudan Kundra  
(Also known as Raj Kundra)  
Chairman  
DIN: 01785303





# VIAAN INDUSTRIES LTD.

Racing Towards A Billion Hearts

## Media Release

### Viaan Industries launches a V.O.D entertainment platform

#### BOLLYFAME

Viaan Industries Limited, BSE Listed entity in Mumbai, India (BSE: 537524) has a strong and growing presence across the promising sunrise sectors of Entertainment, Gaming, Licensing and Animation. The company's vision is to drive a lifestyle change in masses through its technology offerings. Their unique business offerings enable the stakeholders, distributors and customers to be a part of the Indian growth story.

Viaan Industries Limited has recently launched a Video On Demand (V.O.D) entertainment platform called '**BollyFame.**'

BollyFame is one stop Bollywood Video entertainment app featuring the latest Bollywood News, Live Celebrity Chats, Latest Stand-up comedy, Music Videos and exclusive Original Short Movies featuring your favourite stars.

The Company is excited to bring a first of its kind app that has everything from music to comedy, short films to live chats with celebrities. BollyFame is available worldwide to Bollywood fans across the globe. Viewers will be able to get all the latest Bollywood news and all type of entertainment content on this platform from 7 to 70. Also, they will get hours and hours of free and premium content around the clock.

"I bring my experience in the music and entertainment industry to bring a unique app that bridges the gap for short snackable Bollywood content." said by Mr. Summit Mehra, Whole Time Director of the Company.





# VIAAN INDUSTRIES LTD.

Racing Towards A Billion Hearts

Further, BollyFame is a registered trademark and IP of Viaan Industries Limited. The app is available on IOS and Android.



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

For any further information, please contact:

[info@v-ind.com](mailto:info@v-ind.com)

[companysecretary@v-ind.com](mailto:companysecretary@v-ind.com)



Lotus Grandeur 1501/1502, Veera Desai Road Extension, Andheri (West), Mumbai - 400053.

Contact : 022-6229 9999 | E-mail : [info@v-ind.com](mailto:info@v-ind.com)

Website: [www.v-ind.com](http://www.v-ind.com) | CIN No.: L52100MH1982PLC291306