



# VIAAN INDUSTRIES LTD.

**Date:- 23-10-2017**

To,  
BSE Limited  
The Corporate Relationship Department  
P.J. Towers, 1<sup>st</sup> Floor,  
Dalal Street,  
Mumbai - 400 001.

Sub: Media Release.

Ref:- Viaan Industries Limited (BSE Scrip Code:- 537524).

Dear Sir/Madam,

We hereby enclose Media Release for **Viaan Industries Ltd.**'s first home production, live telecast gameshow: "**Aunty Boli Lagao Boli**" on Colors TV.

Kindly take a note of the same.

Thanking you,

For Viaan Industries Limited

Darshit Shah  
(Executive Director/ CFO)  
DIN No. 06614591





# VIAAN INDUSTRIES LTD.

## Media Release

**Viaan Industries Ltd.'s first home production, live telecast gameshow:  
"Aunty Boli Lagao Boli" on Colors TV - a resounding success**

**Powering platform chasebid.com attracts large audiences**

**2,40,000+ downloads with 1,80,000+ registered users**

**Mumbai, October 23, 2017:** Viaan Industries Ltd, a popular licensing, entertainment & wellness Company promoted by leading entrepreneur Raj Kundra and celebrity Shilpa Shetty Kundra launched the live game show "Aunty Boli Lagao Boli powered by chasebid.com" in association with ColorsTV and Viacom 18 on 24<sup>th</sup> September 2017.

The show has become immensely popular in a short span of time with over 2,40,000 installations of the powering platform – the Chasebid app. The number of registered users who actively bid on the show has crossed 1,80,000 in 5 episodes. A user bids multiple times during an episode and the weekly and monthly mega auctions to become the lowest unique bidder for the prizes including a car.

Viaan Industries Ltd. in association with Colors TV and Viacom 18 continue to target high viewership through a targeted media campaign.

### **About the show - First Ever Live Telecast Game Show**

"Aunty Boli Lagao Boli" is a new concept Live interactive game show where TV viewers can BID live for one prize in the studio from the comfort of their home via app/ websites and through SMS. As a unique bid comes in, the viewer's picture name and location is displayed on the LED wall behind the mega prize. The bidding rules are such that the lowest unique bid with two decimal places wins the mega prize for the week – that is a car. The game show is hosted by 'Aunty ji' and her crew who entertain the audience through ready wit and humour. As part of the show, 'Aunty ji' also interviews various celebrities every week.

### **About Chasebid.com – Platform powering the unique show concept**

ChaseBid™ - a bidding revolution designed by the team at Viaan Studios allows the player to participate via a single intelligent action-packed lowest unique bid competitive auction platform. ChaseBid™ gives the user an exciting opportunity to bid for brand new products from ranging from Electronics, Exclusive Gift cards to Luxury Holidays and 'Money Can't Buy' experiences through daily, weekly and monthly Mega Auctions. ChaseBid™ enables this using wit and strategy, to win auctions at a tiny fraction of their retail value wherein the player with the lowest unique bid in an auction wins the item under which that winning bid was placed.





# VIAAN INDUSTRIES LTD.

**Commenting on the development, Mr. Ripu Sudan Kundra, Chairman & Managing Director, Viaan Industries Ltd. said:**

*"We are happy with success achieved by our game show - Aunty Boli Lagao Boli in just a few weeks since the telecast of our first episode. Television audiences across the country have participated in the bidding process and are a growing tribe.*

*In the weeks to come this number will continue to grow exponentially as we deliver on our promise of a family entertainment show with a car and other exciting prizes to be won every week".*

## **About Viaan Industries Ltd**

Viaan Industries Ltd was founded in Mumbai, India by renowned entrepreneur Raj Kundra and top celebrity Shilpa Shetty Kundra. The Company has a strong and growing presence across the promising sunrise sectors of Entertainment (Gaming, Licensing, and Animation), Health & Wellness. Viaan has launched many products across fast growing business segments of Entertainment and Wellness. Both these verticals are spearheaded by the Raj Kundra & Shilpa Shetty Kundra who has vast experience and knowledge across these segments.

The Company's Vision is to drive a lifestyle change in masses through health, entertainment & technology offerings. Their unique business offerings enable the stakeholders, distributors, customers to be a part of the Indian Growth story.

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

**For any Investor Relations query, please contact:**

<b>Mr. Darshit Shah</b> <b>CFO &amp; Director</b> <b>Viaan Industries Ltd</b> <b><u>Darshit.shah@v-ind.com</u></b>	<b>Shivangi Bubna / Savli Mangle</b> <b>Bridge Investor Relations Pvt. Ltd.</b> Phone: +91-22-26873003 Email: <a href="mailto:shivangi@bridge-ir.com">shivangi@bridge-ir.com</a> / <a href="mailto:savli@bridge-ir.com">savli@bridge-ir.com</a>
---	--

**Note:** *Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. Viaan Industries Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*

