



Shemaroo Enters Canada in Partnership With ATN-Asian Television Network

~ATN Movies, powered by Shemaroo, to target Bollywood lovers based in Canada~

May 28, 2019: Shemaroo Entertainment Limited, one of India's leading content powerhouses has associated with Asian Television Network (ATN) Canada, Canada's largest South Asian Broadcaster, as an exclusive content partner for its Hindi movie channel - ATN Movies. ATN Movies, powered by Shemaroo, will be fueled with content from Shemaroo's Bollywood library and will give ATN Movies consumers access to contemporary and classic cinema.

Shemaroo, well-known for its Bollywood content will entertain South Asians living in Canada and even natives who have a strong affinity towards Bollywood. Canada has a significant South Asian base including Indians, Pakistanis, Nepalese, Bangladeshis and West Indians who can now enjoy Shemaroo's best flicks with their family and friends on ATN Movies.

Commenting on the collaboration with ATN Canada, Mr. Hiren Gada, CEO, Shemaroo Entertainment Limited said, *"The strategic alliance not only reflects Shemaroo's vision to constantly cater to the growing demand for Indian content worldwide but also enhances ATN Canada's rich and entertaining content. Shemaroo has emerged as a trusted content partner in India and with this collaboration we are excited to expand our reach and present our expertise in* *Canada."*

"Asian Television Network has emerged as a leader for offering compelling content for the South Asian community in Canada. We are proud to collaborate with Shemaroo as it enhances our content portfolio. The best of Bollywood, regional and devotional content that Shemaroo's robust library includes also fulfills our promise to present diversified and entertaining content to our viewers." **said Dr. Shan Chandrasekar President & CEO of ATN- Asian Television Network International Limited, Canada.**

ATN Canada distributes over 50 Premium television channels in 9 South-Asian languages and it's recent addition is ATN Movies.

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About Shemaroo

Shemaroo Entertainment Limited is a leading global content power house, which has played a pioneering role in the arena of content ownership, aggregation and distribution. Shemaroo has been a core part of the Bollywood Industry and has managed to maintain many relationships with the best production houses over the years. With a diverse and growing collection of over 3700 titles, Shemaroo has offered premium content and services to customers in more than 30 countries, across several Indian languages. With the brand in existence for over five decades, Shemaroo continues to redefine itself to respond to the disrupting consumer environment, by delivering content across age groups in genres such as movies, comedy, devotional and kids.

The company's innate ability to sense the pulse of what an audience will consume, has not only helped it become a trusted partner to few of the biggest media platforms such as YouTube, Hotstar, Star Gold, Zee Cinema, Vodafone, Reliance Jio, Tata Sky, Apple iTunes, Etisalat, but has also helped Shemaroo create entertainment experiences, in ways never thought of. Today, Shemaroo has evolved to be an entrenched player in the digital ecosystem. The entry into the Limca book of records with #FilmiGaaneAntakshri on Twitter is a proof of Shemaroo staying true to its 'digital first' vision

About ATN-Asian Television Network International Limited (TSXV-SAT)

ATN serves Canada's diverse cultural communities with over 50 specialty television channels. The Company offers its flagship ATN-HD general interest service along with 7 other general interest channels, 3 sports Channels, 7 news Channels, 5 Bollywood movie channels and a variety of channels that include music Channels, lifestyle Channels, Punjabi channels, and several regional language channels. ATN channels are available on various licensed Cable, Satellite and IPTV Platforms across Canada like Shaw Cable, Bell TV, Rogers Cable, Bell Fibe TV, TELUS Optic TV, Shaw Direct, Cogeco Cable, and Others.

For more information please visit www.asiantelevision.com or contact

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