

Sivaji the Boss - Exclusive Sivaji Audio Ring tones – Galatta.com - Hungama Mobile Alliance

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Sivaji the Boss-Galatta.com & Hungama Mobile alliance, an exclusive tie-up to promote and serve Mobile Content from Sivaji for the first time, the worldwide launch of Sivaji mobile content - Even Before The Audio Is Released!

Galatta.com and Hungama Mobile have joined hands in an exclusive agreement with AVM productions to offer Mobile and other content across the globe, for 2007's biggest movie – Sivaji The Boss.

And for the very first time in the Indian movie industry, Mobile Content of Sivaji will be available from TODAY, even before the release of the movie's audio!

All you need to do is SMS "SIVAJI" to 4646 and you can get an array of mobile download options including ringtones, wallpapers, logos, etc.

Shortly after today, visual and audio visual content will also be available as Mobile Content to users. The much awaited audio of the movie is slated to be released on the 2nd of April.

If you are a Rajini, Shankar or A.R. Rahman fan (or simply a lover of great music), you can carry Sivaji with you everywhere! The music of Sivaji The Boss is fabulous – alternately catchy, traditional-Superstar-style, international and melodious – and worth a millions listens! From Balleiakka to Style to The Boss to the mellifluous Sahana, every song is a masterpiece – don't YOU want to be the first to listen to each one?

Just Send An Sms With The Text Sivaji To 4646

And you will receive simple, clear instructions on how you can download fantastic Sivaji The Boss Mobile Content EVEN BEFORE THE AUDIO IS OUT IN STORES!

Grab this opportunity today – and change the way your mobile phone looks and sounds forever!

Sivaji Tamil and Telugu Ringtones are available at

<http://www.galatta.com/entertainment/sivaji/default.asp>

For Monotones:

RT Code to 4646

(Nokia/Samsung/LG Phones)

ORT Code To 4646 (Others)

For Polytones:

PT Code To 4646

For Truetones:

TT Code To 4646

Eg. For SAHARA Monotone, SMS RT 777 to 4646

Partners speak:

Mr. C.R. Venkatesh, CEO, Galatta.com

“With SIVAJI, we hope to break all records despite 3 songs already available illegally on various websites. We hope that the authorities crackdown on such Internet piracy as they are doing with illegal VCDs, etc. We, at Galatta.com hope to spearhead the crackdown on illegal sites and piracy. We look forward to taking up more movies in the near future and SIVAJI would be a jewel in our crown”.

Mr. Neeraj Roy, MD & CEO, Hungama Mobile

Speaking about the tie up, Mr. Neeraj Roy, MD & CEO, Hungama Mobile said, “This tie up with AVM Production and Galatta.com is yet another milestone for the company and will further establish Hungama Mobile’s growing bandwidth in helping the Indian entertainment industry reach out to the global audience.”

“With a global business of \$ 23 billion, the mobile entertainment industry is expected to grow to \$ 42 billion by 2010. Mobile phones aren’t too far behind as potential media vehicles. At present, there are more than 1.5 million mobile downloads a day, including music (a majority), followed by imagery, videos (250,000 downloads) and games. Rajnikanth’s previous movie, Chandramukhi held the record for the most number of downloads and with the kind of interest SIVAJI has generated, we expect to create new records on this count,” Mr.Roy added.

Mr. S.C. Babu, CEO, AVM Productions

“We are delighted to partner with Galatta.com and Hungama Mobile as it can give a new platform to the audience. SIVAJI is AVM production’s 168th venture and releasing the ringtones before the audio release is a first in the movie industry”.

Passion meets Technology, with Sivaji The Boss:

The facts are simple – Indians are movie-buffs. And today, we are at a stage where we have brought this passion for movies and our skills in technology to bring the silver screen and everything related to it to our very fingertips!

2007 will see a movie the entire South Indian (and perhaps many others too) diaspora is waiting for with bated breath – Sivaji The Boss starring Superstar Rajinikanth, in a film that promises a powerful punch behind the scenes as it will on-screen – the combination of AVM Productions, one of Tamilnadu’s oldest and most prestigious productions houses; the inimitable director Shankar, musical genius A.R. Rahman and of course, the charismatic and exciting Superstar himself.

In a nutshell – with such a powerful combination, it is only natural that one can see powerful alliances in various areas of the film... Today we see such an alliance in the packaging and promotion of one of the most popular properties of Sivaji The Boss – the audio of the film, served through the mobile channel.

For more information do visit the following websites:

Sivaji Ringtones available at : <http://www.galatta.com/entertainment/sivaji/default.asp>

Sivaji The Boss Site : <http://www.sivaji-the-film.com/>

Hindu News : <http://www.hindu.com/2007/03/30/stories/2007033018240200.htm>

Category Entertainment, Music, Mobile

Tags tamil movie sivaji, sivaji ringtones, sivaji audio songs, sivaji music, sivaji songs ringtones, sivaji

audio

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