



Priyanka Chopra Dons yet another Avatar with UTV Interactive

~ UTV Interactive gives a closer glimpse into the lives of your favorite star~

~ Get close and personal with Priyanka on voice blogs, voice chats and her very own official YouTube channel~

Mumbai, October 13th, 2010: Ever wondered what a superstar does when away from the glitterati of the Bollywood world? Are they like one of us or something out of the world? The level of inquisitiveness would definitely reach a different height when it's about the most desirable women in Asia- **Priyanka Chopra**, one certainly would be very curious to know what this sensational diva would do when the Lights and Camera Action goes off! It is one of those rare chances when the stars get down to earth and mingle with their fans! Priyanka's fans now have a reason to rejoice for **UTV Interactive** is all set to showcase another avatar of their favorite star!

The Bollywood diva has recently signed an agreement with UTV Interactive to launch her voice blogs, voice chats and an official YouTube channel where the fans will now be allowed take a sneak peek into her life! Moving a step closer from her reel to real life, Priyanka now has newer avenues of interaction with her fans through mobile and web. In a constant endeavor to reach out to millions of her fans via innovative yet accessible communication channels, Priyanka has started her voice blogs on her life behind the camera lens, giving her fans an exclusive insights of her life just by dialing ***5111*** from their personal phones. The actress will also be launched on voice chats, a first-of-its-kind application developed by UTV Interactive, where fans will get an opportunity to personally talk with the star on their mobile.

Associating with the most popular online video-site in the world–YouTube, UTV Interactive has also launched a dedicated video channel for the actress through her very own web destination, www.youtube.com/priyankachopra, offering fans an opportunity to get up close and personal through some interesting and exciting video content. The channel currently has videos of some chirpy moments from Priyanka's personal life where she loves to click pictures, expressing her love for clean blue oceans or never saying to her fans for picture to being a complete coffee addict, these videos basically showcase the real side to the glamorous diva!

"It's all about making and maintaining a human connection. I have been blessed with a very interactive fan base spread across the world. I'm very excited to extend that touch point today with the launch of my voice blog, voice chat and official youtube channel. These are very innovative, unexplored platforms

and I'm looking forward to connecting with everyone and welcoming them into my world, sharing my private self with them!" said Priyanka, speaking about her new digital destinations launched today.

Speaking on the launch, **Mr. Manish Agarwal, CEO, Interactive- UTV**, said, " *We at UTV interactive believe in creating innovative & exclusive digital content for millions of digital savvy Indians. India being a celebrity crazy nation, celebrity based content would be a very unique offering to Indians across the globe, and an offering with a huge untapped potential. We are partnering exclusively with some of the most desired and popular celebrities across all the regions to create interesting and original content across the web and the mobile. Priyanka Chopra, one of the most sought after Bollywood actresses today, and one of the most tech savvy celebrities around, is the ideal partner for UTV Interactive to take the celebrities-based digital platform forward. We will be working closely with Priyanka Chopra to create new products and today we have launched her voice blog and her official channel on youtube so as to allow her to come closer to her legions of fans. We are very excited at the opportunity presented by the imminent launch of 3G services and we will be working with Priyanka Chopra to launch video chat and video blog services very soon. We are confident of a fantastic response from day one given the promise of interactivity with Priyanka Chopra and the opportunity to consumer never before seen or heard content.*"

UTV Interactive recently announced their foray into aggregating celebrities across the mobile and web. Offering millions of fans an access and interactivity to their favourite stars, UTV is conceptualizing and monetizing the digital persona of celebrities across various touch points. Fans can now get a first hand experience of their stars through voice blogs on the mobile, interactive voice chats, web destinations and more. Going beyond just images and wallpapers, UTV Interactive has also had its recent foray in merchandising, web applications, celebrity-based games and event properties.

About UTV Interactive

UTV Interactive, the digital arm of UTV, which officially came into the fold in May 2008, addresses digital space in domains such as business, finance, entertainment (TV, films, music), gadgets and technology. The Company has put together capabilities to deliver content for user specific devices. The youth have always been the primary target group for the Company and this focus is reiterated by the Company's focus on two devices that command the maximum attention from the youth - the computer and the handset.

For Further information contact:

Mehul Vadodaria – 09819333884 – mehul.vadodaria@utvgroup.com

Pallavi Deshmukh – 09321556801 – Pallavi.deshmukh@utvgroup.com