



Virgin mobile presents Bindass Buddies, an innovative, interactive website for the next generation Indian students

MUMBAI, July 15, 09 - Until now, every new college student in the country (and, let's face it, the world) had a 2 to 3 month period of adjustment as they learned the ropes of their new environment, where they learn how to cut the apron strings and get rid of the uniforms; when they start calling 'teachers' as 'professors', 'timetables' as 'schedules' and 'recess' as 'bunking'. College is a pretty serious place when you've just joined and are trying to fit in! Get something wrong and it could set you back by quite a bit.

UTV Bindass in association with Virgin just launched Bindass Buddies on Bindass.com, the best place for any college student to quickly pick up on what they need to know about their new college, and Bindass Buddies – their mentor and guide throughout those initial difficult weeks.

The idea for Virgin Mobile Bindass Buddies on Bindass.com was born with a single idea: *"What if we could give every scared, nervous, hesitant, unsure kid a mentor who would help them through the first two months of college and always be on call to tell them what was happening through the year?"* That's how the **Virgin Mobile Bindass Buddies** came to be. The Bindass Buddies are our heroes on campus – every college has a number of Buddies who have been carefully selected for their campus knowledge, their confidence and their generous and helpful natures.

The first task of each Buddy this year is to help create the Ultimate Survival Guide for their college. 150 Buddies from more than 30 colleges in Mumbai and Delhi have been recruited and 40,000 customized copies of this guide will be distributed to fresher's within the first week of college. Every bit of content in the guide is customized for its home college and is written by the Buddies themselves. All the content is also available online, on the Campus section of Bindass.com, where changes can be made, sections can be updated and rated by all the users. Users can also rate the Buddies, which will no doubt lead to fierce competition within this Virgin Mobile Bindass Buddies Chart for pole position.

Heather Gupta ,Channel Head Bindass says, "Brand Bindass has always been an innovative brand. We aim to provide experiences that have never been available before and going online with an offering like this is just another example of our ongoing commitment to be as unexpected, relevant and cutting edge as possible.

According to 2008 figures (as reported by JuxtConsult), the total number of online Indians was 49.4 million. **The 19-24 year age band has emerged as the 'single largest' age group of regular internet users this year at 44%.** And hence this initiative came into existence.

The Virgin Mobile Bindass Buddies will also be showcased, in a specially-created series of vignettes where they will showcase life on their campus, highlighting the special USPs of each of their colleges in a typically Bindass manner. These vignettes will be played during an interactive SMS-driven music band on Bindass from 5 PM to 6 PM everyday.

Apart from being a college information resource, Bindass.com is also a great place to find viral content – a robust entertainment section that's updated every day with gig reports, interviews with local bands, movie reviews (done by Bindass Buddies), feature articles, interviews with stars and, of course, we have some of the biggest celebs in India blogging for us. Priyanka Chopra and Shahid Kapoor are joined by Hard Kaur and Raju Srivastav (who will be a video blogger, in fact)



About Bindass:

Launched in September 2007, Bindass is the **first 360⁰ Entertainment Brand for Indian Youth**. Bindass' brand values of being fun, frank, and fearless and Indian has created a community building platform to bring Indian Youth together using the power of **TV, Movies, Web, Mobile, Ground and Campus Activities**.

Offering a unique blend of programming in well researched genres that attract the Youth – Action Thrillers, Comedy, Magic, Reality, Game Shows. To date Bindass has reached 64% of Indian Youth.

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