



Godrej Appliances and Eros International come together to bring the magic of Aladin this Diwali

Mumbai, 16th September, 2009: It's that wonderful time of the year when the joy of sharing, caring and best wishes for the New Year is in the air. It's time to bring in new things to brighten up your home and brighten up the lives of others with thoughtful gifts from you.

You do wish for so many things in life and always hope you could get something more for your hard earned money. Your wishes are now granted as your very own Aladin genie whom you may never have imagined would touch your life has arrived in your city just for you. Both **Godrej Appliances** and **Eros International** have come together to launch **Godrej Aladin Make A Wish** offer. This is one of the biggest possible consumer promotion schemes in India where 3 biggest wishes of the Indian consumers could be granted on purchase of Godrej appliances this festive:

Wish No. 1 - Act in the next Bollywood Blockbuster

Wish No. 2 - Dinner with Amitabh Bachchan

Wish No. 3 - Free Home Appliance

Commenting on the tie-up, Riteish Deshmukh said, "It is an honour to portray the role of a boy hero in this contemporary take of the classic story. The journey to finding the magic within is the transformation everyone seeks. Godrej Appliances is extending this further through this wonderful contest to everyone".

Debutante actress Jacqueline Fernandez added, "Playing Jasmine in my movie debut, in this classic family love story retold was a wish come true. This Diwali, Godrej's offer to its customers gives you a chance to make your wish come true as well!"

Speaking at the launch of the Godrej Appliances 'Godrej Aladdin Make a Wish Offer,' Mr. Kamal Nandi, Vice President, Sales and Marketing, Godrej Appliances, said, "Being a customer focused company, at Godrej we realize that everyone wishes they could get something more from their purchases. Eros International's upcoming movie Aladin is all about being granted surprise wishes which you never imagined. We see the theme of this movie as a perfect fit with our desire to give our customers more value and that is why we have tied up with them for this Make-a-Wish offer. This Diwali season we also wanted to extend the spirit of gifting for those less privileged and so we will give part of our revenues from this offer to 'Make-a-wish-Foundation. We wish our valuable consumers a wonderful season ahead and look forward to them enjoying the special wishes which Aladin will bring to them."

Ms. Jyoti Deshpande, COO & Commercial Director, Eros International added, "Aladin is a fun filled modern day adaptation of the timeless classic which promises to entertain the entire family. We are very excited with our strategic brand tie-up with Godrej Appliances to promote our film synergistically as well as bring a little bit of magic to people's lives this festive season".

On the Movie-Aladin

This October's most awaited film 'ALADIN' directed by Sujoy Ghosh is the story of a boy who faces ridicule at every stage of his life because he shares his name with the protagonist of the famous fairy-tale. Starring Amitabh Bachchan as Genius - The Genie, Riteish Deshmukh as Aladin and Sanjay Dutt as 'Ringmaster', Aladin is a contemporary look at the classic fairy tale where Riteish plays the title character. 'Aladin' also marks the debut of Sri Lankan beauty Jacqueline Fernandes who is paired opposite Riteish. The music of the film is composed by talented duo Vishal & Shekhar. 'Aladin' is produced by Eros International in association with Sujoy Ghosh's production company Boundscript. Packed with fun, music, masti, action and adventure 'Aladin' boasts of a visual scale as never seen before on Indian screen. With the grand canvas and the mounting of the film, ALADIN promises to be a visual extravaganza. Aladin' arrives in theatres on October 30th

On the Godrej Aladin Make a wish offer

From today till 25th October 2009, purchase a Godrej Refrigerator, Air-Conditioner, Washing Machine or Microwave Oven and Aladin will keep something additional ready for you someone else. Every time you purchase one of these smart and stylish Godrej appliances, you automatically qualify for the 'Godrej Aladin Make a Wish Offer' that grants you 3 wishes that will get you at least one additional household appliance to take home, absolutely free.

After your purchase, all you have to do is Rub Aladin's Wish Card that you will get with your bill, and follow the simple instructions thereof. You could get:

1: An excellent opportunity to act in the next Bollywood blockbuster from EROS International
Modus: Login to the website www.godrej.aladin.com and upload your details. Uploaded photographs will be selected to audition by Riteish, Jacqueline and Sujoy - and you could be on your way to stardom. Even the thrill of a real Bollywood audition is what you never imagined would happen to you!

2: Exclusive dinner with Big B Amitabh Bachchan - the 'Genius Genie' who has brought joy to the hearts of millions world over, Riteish and Jacqueline

Modus: login to the website or SMS the scratch code to 56363 for being eligible. This is a once in a lifetime moment everyone wished they would be given - and could come true now

3: Minimum assured gift of a Godrej Microwave Oven, or Maharaja (Food processor or Juicer Mixer Grinder), or Bajaj (Mixer Grinder or Iron).

Modus: On purchase of a Godrej appliance, an assured gift (one of the above) would be given as per the appliance purchased

But there is more! Even as you get all this for yourself, you are even gifting something to someone else! At the end of the 'Godrej Aladin Make a Wish Offer' a lump sum amount would be donated to the Make-A-Wish Foundation of India. Apart from this Godrej would promote the awareness of through its POS and print ads.

The 'Godrej Aladin Make a Wish Offer' is open to Indian's over the age of 18 and is available at all Godrej Appliance showrooms and network of dealers nationwide.

About Godrej Appliances

The Godrej Group is one of the largest players of Home Appliances in India and has always delighted the consumer with relevant technology in a wide range of efficient products. In 1958, Godrej was the First Indian Company to manufacture Refrigerators and has become synonymous with the category. Godrej pioneered the launch of Polyurethane Foam (PUF) which became the new benchmark for the refrigerator industry. In the last 1 year, Godrej has introduced 104 new products across various categories- Refrigerators, Air conditioners, Microwave Ovens, Washing Machines and DVD Players. With new innovative technologies like Silver Shower technology in refrigerators, i-Sense and EM5 in Air conditioners, Steam Microwave Ovens, DAC+ in Washing Machines etc, Godrej is redefining the technology space in Indian Appliances context.

About Eros International plc

Eros International is a leading integrated studio in the rapidly growing Indian media and entertainment sector, involved in the production, acquisition and distribution of filmed entertainment content across current and emerging formats including cinemas, home entertainment, television and new media. Established in 1977 with a vision to become the gateway for Indian content worldwide and Hollywood content in India, Eros has over three decades of market leadership in creating a global platform for Indian cinema. Strong globally recognised brand, extensive distribution network and an unrivalled library of over 1,900 films render Eros a steadfast market positioning today. In 2006 Eros became the first Indian media company to get listed on AIM, LSE. Eros operates in 5 continents and over 50 countries with diversified assets and worldwide offices

throughout India, the United Kingdom, USA, UAE, Singapore, Australia, Fiji and the Isle of Man.

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