

Mavshack: Mavshack reaches over 1 million Indians per week through co-operation

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Mavshack has signed a marketing alliance in the Indian subcontinent with India's largest multiplex brand Inox Leisure Ltd. (INOX)

Mavshack complements INOX with the world's largest online library of 9500 Indian movies in 13 Indian languages including Bollywood productions.

- We are very excited to partner with INOX as it gives us access to 1 million movie loving viewers across 43 cities and 79 locations in India per week”, says Jonas Litborn, CEO of Mavshack. This agreement exemplifies our dedication to serve the Indian audiences with movies in their own languages and our ambition is to acquire over 100 000 new Indian subscribers per month through this co-operation.”

- This partnership reflects our desire to collaborate with companies that share our vision and commitment to provide the best of movie entertainment to Indian audiences, says Alok Tandon, CEO of INOX . This will be a beneficial cooperation for both parties.

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About Mavshack AB

Mavshack runs one of the world's fastest growing Internet TV service with Asian movies in HD, music videos and TV shows without commercials. The service is accessible from any Internet-connected screen at a low monthly fee. Already today Mavshack has the largest library of Filipino and Indian titles and has signed an agreement with Asia's leading content providers. Mavshack AB is a Swedish company listed on "Aktietorget" with offices in Stockholm, Delhi, Los Angeles, Manila and Jakarta. For more information, please visit www.mavshack.com.

About INOX Leisure Ltd.

INOX Leisure Limited (INOX) www.inoxmovies.com is India's largest multiplex brand with 79 multiplexes, 310 screens spread across 43 cities. INOX unveiled its first multiplex way back in 2002 at Bund Garden in Pune and since then, there has been no looking back. Today, after two acquisitions (Calcutta Cinema Pvt. Ltd. in 2007 & Fame India Ltd. in 2011) and a healthy organic growth, INOX takes pride to be a 100 percent 3D enabled multiplex chain which is HFR (High Frame Rate) ready with a state-of-art 2k digital projection system. The mission of INOX is to sustain this leadership position in the cinema exhibition industry, in every aspect - right from the quality and choices of cinema to the varied services offered.

LIVE THE MOVIE only at INOX!