



## **e-masala lands in top three ‘Best TV Channel’ at Masala! Awards 2018**

**Dubai, XX December 2018:** E-vision, a fully owned subsidiary of Etisalat, today announced the only multi-lingual South Asian ‘e-masala’ channel has made it to the top three of the Masala! Awards 2018 in the ‘Best TV Channel’ category alongside Colors TV and Zee TV.

Humaid Sahoo, CEO, E-Vision, said: “We are pleased to be nominated in the Masala! Awards for the first time and for making it to the top three in the ‘Best TV Channel Category’. The recognition is a testament to our efforts to offer our valued customers only the best content and entertainment, and to ensure our channels maintain their pioneering position in such a competitive marketplace. Our e-masala viewers are always assured of the most engaging and the latest content tailored to a very large and diverse South Asian audience.”

Launched in 2004, e-masala has established itself as the only multi-lingual South Asian movie channel in the UAE and as a strong brand in Etisalat’s TV and entertainment portfolio. The channel showcases some of the best available cinematic entertainment from the world of Bollywood, Tollywood and Mollywood with blockbusters and classics screened daily round the clock. It is available at no additional cost to the entire eLife TV subscriber base. Consistently ranked within the top three channel in its genre, e-masala is the most cost effective medium targeting over 400,000 South Asian households in the UAE.

The 11<sup>th</sup> edition of the Masala! Awards is an exclusive event which has the best of industry, lifestyle and entertainment come together to celebrate and award artists and eminent members of the South Asian entertainment community.

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**Press release issued by Corporate Communication Department – Etisalat**

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### **About E-Vision**

E-Vision part of Etisalat, a pioneer and trusted content aggregator in the region, providing a comprehensive turnkey solution for content aggregation and content management for IPTV platforms and multi-screen. E-Vision end-to-end solutions comprises of channel licensing, VOD aggregation, EPG Data, content management, with over



600 TV channels in HD, 3D and 4K, and 8000 hours of TVoD and SVoD content. In addition to original and exclusive channels like e-Junior the most watched kids channel in the UAE and e-Masala, a 24 hours non-stop south Asian movie channel, with local advertising insertion possibilities.