

m u l t i m e d i a  
c o m m u n i c a t i o n s  
p v t l t d

MUMBAI

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MUMBAI 400 053,INDIA.

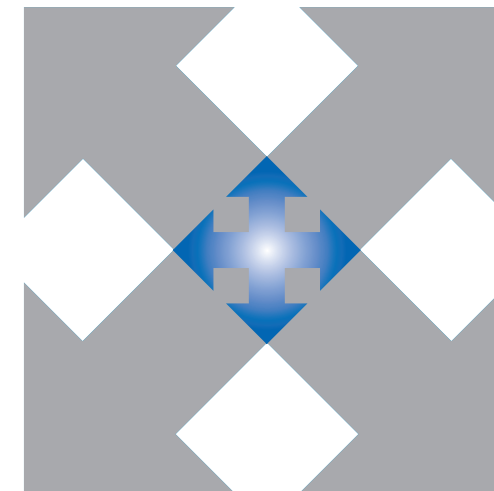
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Multimedia Communications – a television production company with an experience of over fifteen years, whose repertoire includes non fiction shows of all genres.

THE GENRES

- ❖ Fashion and Beauty Shows
  - ❖ Gadget and Automobile Shows
  - ❖ Celebrity Chat Shows
  - ❖ Women’s Shows
  - ❖ Reality Shows
  - ❖ Events
- ❖ Lifestyle Shows
  - ❖ Film Based Shows
  - ❖ Health and Wellness Shows
  - ❖ Travel Shows
  - ❖ Cookery Shows

All of these, for leading channels like AXN, Zee T.V., Star Plus, MTV, SONY, 9x, Zee Trendz, FTV, Zoom, Sony PIX and Sahara .

Our forte has been and continues to be programs revolving around fashion, style and entertainment. Today, MMC is a well-established entity with offices in Mumbai and Delhi and an infrastructure that has supported over fifty shows.

THE INFRASTRUCTURE

- ❖ An in-house team of talented, experienced and competent directors, researchers and production crew.
- ❖ A state of the art shooting studio.
- ❖ Post Production and Final Cut Pro (FCP) editing facilities in our Mumbai & Delhi establishments.
- ❖ Equipment including Lights, Cameras for all the Action you need.
- ❖ Highly skilled technical crew.
- ❖ In-house make-up artists and fashion stylists.
- ❖ In-house modelling agency.

We also have an extended family - ‘The Ramp’ & ‘The Event Workshop’.

The Ramp and Event Workshop are well-established companies producing fashion shows, beauty pageants and product launches all over the world. The Ramp is also a leading modelling agency.

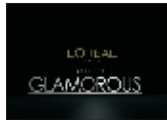
Our sole aim is to redefine programming and change the face of Indian television. We are the one-stop shop that can handle all your programming needs.

And we assure you that we will do it in style...

FASHION & BEAUTY



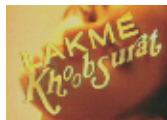
**MAXIMUM STYLE DIVA ON ZOOM**  
From the runways of Milan to Mumbai, style updates from haute couture and prêt designers, Maximum Style had it all. After running on air for a year as a weekly show, its popularity propelled it to a daily show. Maximum Style won the “Best Lifestyle and Fashion Show” award at the Indian Telly awards.



**GLAMOROUS ON ZOOM**  
L’Oreal Paris presents “Glamorous”, a first of its kind show, dedicated solely to beauty. From makeup tips to skin care, from nail spas to celebrity beauty secrets, this show had it all.



**ZOOM CALENDER 2008 ON ZOOM**  
Beautiful models in designer bikinis frolicking on the sunny white beaches of Maldives made this calendar a truly hot property! This show provided a behind the scenes look at the making of this glossy and sexy calendar.



**KHOOBSURAT ON ZEE TV**  
India’s first and longest running show on fashion and beauty which catapulted designers and models to fame instantaneously and turned haute-couture designers into household names.



**MTV STYLE CHECK ON MTV**  
Style icon Malaika Arora Khan did what she does best – keep style in check. You knew what’s in vogue and what’s not, with this diva as she gave you all access to the world of fashion.



**ADA ON SAHARA ONE**  
Miss India and Bollywood superstar Neha Dhupia anchored this beauty, fashion and fitness show. A comprehensive update for every woman on the latest fashion trends and beauty solutions.

WE SHOWS

# FASHION & BEAUTY



**STAR MISS INDIA ON STAR PLUS**  
The first ever model hunt to hit the Indian television. This show followed the extensive hunt to shortlist the most deserving faces that would compete for the Star Miss India crown.



**EL - LOOK ON EL TV**  
A programme especially designed for the entire family with complete updates on the latest trends hitting the fashion circuit as well as style and beauty tips.



**MAXIMUM STYLE BEAUTY ON ZOOM**  
Unravel the beauty secrets of stars, get natural remedies to your beauty problems, keep yourself healthy with a nutritious diet and get a generous dose of make up tips.



**RUNWAY DAZZLE FOR ZEE TRENDZ**  
Slickly cut half-hour capsules which showcased the biggest annual Indian fashion extravaganza – ‘Wills Lifestyle India Fashion Week’. The show had talented designers showing off the magic of their weaves.

# GADGET/AUTOMOBILE

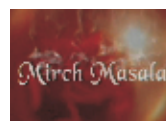


**GIZMO FREEK ON ZOOM**  
A weekly gadget show aimed at demystifying the world of technology for the viewer. The programme showcased the latest and trendiest gadgets, gizmos, cars and bikes.



**MAXIMUM STYLE - GURU ON ZOOM**  
Not your average tech show, Maximum Style - Guru gave the tech geek enough dope on everything he wanted to know in the complicated world of technology in a rather stylish manner.

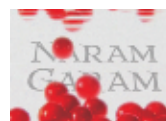
# COOKERY



**MIRCH MASALA ON STAR PLUS**  
Anchored by Chef Rakesh Sethi, this show had him tossing up delicious, authentic dishes from different parts of India and the world. He also took us through a culinary journey to great food destinations.



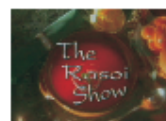
**RASM-E- RASOI ON 9X**  
For the first time ever on Indian television, a daily cookery show. Rasm-e-Rasoi also invites guests to share their secret recipes, making this show a complete dose of fun for every Indian homemaker.



**NARAM GARAM ON SAHARA ONE**  
A cookery show with a difference. The show had friends and family competing over cooking up a recipe!



**COOK IT UP WITH TARLA DALAL ON SONY**  
The famous Tarla Dalal helps bumbling bachelor/model/actor Sudhanshu Pandey ‘cook it up’ in this weekly show. The format was of an expert teaching a novice.



**THE RASOI SHOW ON SONY**  
A food show that included travel and celebrity cooking! This combination gave the programme variety and a new look.



**GHAR KA KHANA ON IN TV**  
Hugely popular, this was one of the very first interactive cookery shows on Indian TV. Every week the show had a simple housewife donning the chef’s hat. The premise for the show was- Home Recipes Rule!

# SHOWS

# SHOWS

## FILMBASED



### E BUZZ ON AXN

This fully loaded weekly show, peeks into the lives of the who's who of Hollywood and Bollywood entertainment industry. The show takes a trip to the latest parties, movie premieres, eavesdrops on the juiciest gossip and swings to the latest chartbusters from across the world.



### GREAT AT EIGHT ON SONY PIX

This series of fillers had interesting trivia and a low-down on critically acclaimed films featured on Sony PIX.



### BIG NITE ON ZOOM

This series captured the stars as they descended on the red carpets for their movie premieres for blockbuster films like Salaam-e-Ishq, Ram Gopal Verma Ki Aag, Dus Kahaniyan, Taare Zameen Par, Halla Bol and Race.

## LIFESTYLE



### THE MAN'S WORLD SHOW ON AXN

Zany characters collided with mad cap capers in this show that looked at everything that matters to men in a humorous light. From men's fashion, cars and latest gadgets to dilemmas that men find themselves faced with. The show won the strongly contested "Best Entertainment Programme" category at the 2006 Asian Television Awards held in Singapore.



### MAXIMUM STYLE - LIVING ON ZOOM

Making the space you live in peaceful and chic at the same time, was the aim this show set off with. Experts from the industry gave viewers tips on how to make their interiors and exteriors look splendid.



### THE GOOD HOME SHOW ON SONY

This unique home décor show was a benchmark for home improvement shows. With ideas on interiors and exteriors, profiles on celebrity homes, sourcing ideas and of course planning budget homes.

## WOMEN



### MANASI ON ZEE TV

The first ever woman's magazine format show on Indian television, it covered myriad aspects of a woman's life. From fashion dilemmas to agony-aunt questions, from where to source interiors to some great home décor ideas and an interesting do it yourself segment.



### PEHCHAAN ON SONY

Designed to be a woman's best friend, guide and mentor the show covered various issues on fashion and beauty and featured some very famous and established women.



### ZEE WOMAN ON ZEE

These daily vignettes, featured lifestyle, interiors, cooking tips, fashion and beauty. The vignettes comprised of simple yet unusual ideas on home décor and do it yourself methods.



### MERI SAHELI ON STAR PLUS

A daily woman's programme that appealed to women from all walks of life. The show had everything from cooking to legal counselling, from parenting to household tips and interiors to fashion.

## TRAVEL



### FULL CIRCLE ON ZEE TV

An international travel show which was more than just a destination update. This Pan - Asian show introduced the viewer to regional cuisine, great getaways, little known places to shop and local ways of living.



### MAXIMUM STYLE - HOTSPOTS ON ZOOM

A showcase of the global hotspots, this show took viewers on a globe trotting spree every week. It featured the best nightspots, the hippest restaurants and exotic spas. We did this, obviously, with maximum style!

# SHOWS

# SHOWS



## CELEBRITY CHAT



### LETS TALK ON ZOOM

This celebrity chat show had intimate interviews of the biggest stars of the Indian film industry. A heart to heart rendezvous in which they reveal their deepest fears, their biggest dreams, and their struggles.



### DIRECTOR'S CUT ON ZOOM

This one hour weekly show was anchored by the eminent international actor, Kabir Bedi. It was an up close and personal encounter with the top directors of Indian cinema. An insight into their lives and the influences that shape their films.



### SIMPLY SORTED ON ZOOM

This half hour weekly series, presented by two Bollywood celebrities gave simple solutions to common problems faced by the Indian youth. An up-front tackling of issues ranged from parental pressure, sibling rivalry, difficult relationships to style dilemmas.

## HEALTH & WELLNESS



### BODY AND SOUL ON STAR ONE

This show projected all the elements that make a complete wellness show. From spas and spiritual destinations to alternative therapies and profiles of celebrities that believe in holistic living.



### ZEE GYM AND EAT HEALTHY ON ZEE

This morning fitness programme aimed at assisting individuals with integrating exercise into their daily routine. Aerobic demonstrations, expert advice from well-known dieticians made this one of the most popular shows on the channel.



### YOGA FOR LIFE ON ZEE

This half hour daily morning fitness programme simplified the techniques of yoga and meditation for the viewers. It had demonstrations of various yoga asanas as well as ways to de-stress and energise one's chakras (aura).

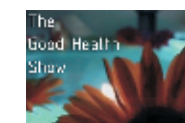
# SHOWS

## HEALTH & WELLNESS



### GHARELU NUSKE ON STAR PLUS

These daily vignettes gave the viewer tried and tested home remedies for common health problems like cough, cold, insomnia, high blood pressure, aches and pains.



### GOOD HEALTH SHOW ON DOORDARSHAN

A weekly fitness programme which gave the audience vital information on how to lead a healthy, holistic life through regular exercise and balanced diet. The show had experts giving demonstrations on yoga and aerobics and advice on a nutritious diet.



### PRAN OORJA ON ZOOM

This show was based on a series of simple and effective yoga asanas - 'Pran Oorja'. Its aim was to bring to the audience these asanas which make the mind peaceful and make the individual fit.

## REALITY



### MAIN MISS INDIA ON ZOOM

A reality series commissioned by the official pageant owners - Femina Miss India. This show was aimed at showcasing what goes into the making of a beauty queen.



### SUNSILK GANG OF GIRLS ON ZOOM

A reality series that traced the making of an all girl band. Across thirteen weeks the viewers followed the tears and joys of the girls as they conquered all hurdles to realise their dream.



### PANTENE INDIA TEEN QUEEN ON ZEE

For the first time in India, an event to select a Teen Queen was organised at a national level with the active participation of a leading broadcaster.

# SHOWS

## REALITY



### AAJA JHOOM LE ON ZOOM

Participants from across the country put their best foot forward to impress Bollywood superstar Hrithik Roshan in their quest to become India's best dancing couple.



### AVALON - RISE UP ON ZOOM

Contestants were put through the grind to find out if they've got what it takes to fly high in the aviation industry.

## EVENTS



### BOMBAY TIMES BASH ON ZOOM

This one hour episode captured the mother of all parties in India. With super stars Shah Rukh Khan, Aishwarya Rai and Abhishek Bachchan... amongst an entire galaxy of stars, socialites, business tycoons, the event exuded glitz and glamour.



### MR INDIA WORLD 2008 ON ZOOM

This event caught the finest looking men across the country, competing for the coveted title of Mr India World 2008.



### ZOOM HOLI PARTY ON ZOOM

An hour which caught the essence of the wildest party in Mumbai where, celebrities got together and simply let go of their on-screen image and had a blast.



### INDIA INTERNATIONAL JEWELLERY SHOW (IIJS) ON ZOOM

Jewellers from across Asia gathered under one roof to set off the most glittering event of the season. Throw in Bollywood's leading ladies walking the ramp and you have a sparkling one hour special.

## EVENTS



### GLAM AWARDS ON ZOOM

An award show that honoured the glamorous glitterati from all walks of life, and gave the audience a look at the glam quotient of the who's who in the entertainment industry.



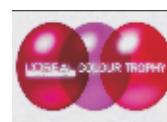
### CINEMATOGRAPHER'S CUT ON ZOOM

A peak into the lives of the men behind the camera - this show threw light on the technical geniuses who make the movies truly magical...



### OLAY TOTAL EFFECTS LAUNCH ON ZOOM

The world's No. 1 skin care brand Olay was launched in India with former Miss Universe and Bollywood Superstar Sushmita Sen as the brand ambassador. It was a grand and glamorous affair!



### L'OREAL COLOUR AWARDS ON ZOOM

Reputed to be the Golden Globe for hair in the international arena, the Colour Trophy Awards were given to people who broke new grounds and created iconic looks.

## OUR ASSOCIATES

THE **RAMP**



# SHOWS

# SHOWS