



BIG SYNERGY AND PHANTOM FILMS ENTER INTO AN ALLIANCE TO CREATE A CONTENT PRODUCTION POWERHOUSE ACROSS TV AND DIGITAL MEDIA

Mumbai, 1st July , 2016: Big Synergy Media and Phantom Films have forged an alliance to create a content production powerhouse, to deliver relevant and impactful entertainment content across TV and Digital Media. With the new alliance, both Big Synergy and Phantom Films will benefit from each other's core expertise to expand their businesses. Big Synergy will now have access to the tremendous creative talent resource of Phantom Films to expand their offering into the fiction segment for both TV and Digital Media. Phantom Films will build on Big Synergy's well-established leadership in factual entertainment to expand their business in the TV and Digital Media. Phantom Films will also now have access to Big Synergy's expertise and reach in production of regional language content across seven languages in the fiction & non-fiction space.

BIG Synergy, promoted by Siddhartha Basu and Anita Kaul Basu, has built its reputation as a leader in the field of factual entertainment, starting off as one of the country's first independent television production houses in 1988. Big Synergy has since then been at the helm of producing some of the country's most critically acclaimed and popular television programmes. Keeping abreast of constantly changing viewership and growth of regional markets, Big Synergy has incorporated top of the line technology and state-of the art techniques, creating content and programme ideas in sync with market demands across India.

Phantom Films, established in 2011 by four prolific filmmakers , Anurag Kashyap, Vikas Bahl ,Vikramaditya Motwane and Madhu Mantena has earned a reputation for producing some of India's most path breaking and engaging films in recent times.

Siddhartha Basu is excited with the new development as it clearly facilitates the goals and aspirations of both the Organizations. In his words, *"This is a potent alliance of strong core capabilities which will immediately enable terrific synergies, to innovate and expand the kind of impactful content we can offer to the public."*

Anita Kaul Basu says *" Digital & out-of-the-box content is the future, and I am sure the association with Phantom will add to the advantage of Synergy, as a company we have painstakingly nurtured over many years, and continue its reputation for excellence, quality and consistency, with a fine range of new content"*

Commenting on the alliance Vikas Bhal said *"This is the most exciting and challenging times for content creators. With the experience and focus of synergy we hope we can together create path breaking content for the new age audience. "*

Vikramaditya Motwane says *"We're very excited to partner up with modern legends of Indian television and web content, and we couldn't be more excited about this new chapter in our creative collaboration."*

ABOUT BIG SYNERGY

BIG Synergy has built its reputation as a leader in the field of factual entertainment, starting of as one of the country's first independent television production houses in 1988. Big Synergy has since then been at the helm of producing some of the country's most critically acclaimed television programmes. Keeping abreast of constantly changing viewership, Big Synergy has incorporated top of the line technology and state-of the art equipment, creating content and programme ideas in sync with market demands. With the growth in regional television, the Company has added capabilities in producing TV content in nine languages (Hindi, English, Tamil, Telugu, Kannada, Malayalam, Marathi, Bengali and Bhojpuri).

The Company has produced highly acclaimed series like *Kaun Banega Crorepati (in 8 languages)*, *Jhalak Dikhla Jaa (2 seasons)*, *India's Got Talent (2 Seasons)*, *Dus Ka Dum*, *Paanchvi Pass*, *India's Got Talent*, *Aap ki Kachehri*, *Sach ka Saamna*, *Khelo Jeeto Jiyo*, *Lakhon Mein Ek*, *Sell Me The Answer (in 4 languages)*, *Connexions (in 3 languages)*, *Fastest Family First*, *Tech Quiz*, *Foodistan*, *India's Most Desirable*, *Spell Bee (2 seasons)*, to name a few. Over the years, it has produced shows for most of the prominent Brodacasters across 9 languages.

BIG Synergy is now producing content for TV and Digital Media out of 7 centres - in Mumbai, Delhi, Chennai, Hyderabad, Trivandrum, Bangalore and Kolkata. The Company is a part of the Anil Ambani led Reliance Group.

ABOUT PHANTOM FILMS

Phantom Films is India's first 'Directors' Company'. It was formed by four young creative minds of the country, viz. Vikas Bahl, Anurag Kashyap, Vikramaditya Motwane and Madhu Mantena in 2011. Phantom has a distinct focus on fostering creative energies to create enduring and entertaining content. In the last 4 plus years of the company's existence they have had 11 releases till now including films like *Lootera*, *Hasee toh Phasee*, *Queen*, *Ugly*, *NH10*, *Bombay Velvet*, *Masaan & Uda Punjab*. Phantom's next film *Raman Raghav 2.0* played at Director's Fortnight, Cannes this year and was released worldwide on 24th June.

Phantom also just announced the first Netflix Original series to be made from India. They have also partnered with Blumhouse Productions and Ivanhoe Pictures, to produce multiple horror films for the global market.