

Deal Corner

January 01, 2000

"KYA AAP PAANCHVI PAAS SE TEZ HAIN" GOES ON AIR

DEAL BRIEF

The much awaited new game show with the new catch phrase "**Kya Aap Paanchvi Paas Se Tez Hain**", anchored by Shah Rukh Khan goes on air on the April 25, 2008. The game show is based on the international Mark Burnett Productions' format, "**Are you Smarter than a 5th Grader?**" and is being brought into India by Bulldog Media and Entertainment Private Limited ("**Bulldog**").

Star India has been granted a licence to telecast the same by Bulldog in Hindi and Tamil and will be aired on Star Plus and Start Vijay, respectively.

The game involves a contestant, who attempts to answer elementary school questions with the help of the selected 5th grade students. The top prize is a Rs.50,000,000/- (approx. USD 1,250,000).

OUR ROLE

We, at Nishith Desai Associates, acted as legal counsel to Bulldog Media and Entertainment Private Limited.

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