



**NEWS RELEASE
FOR IMMEDIATE PUBLICATION
22nd October 2013**

**The latest Bollywood Blockbusters for Free!
Laila Rice and Eros Now Team Up for Exclusive On-Pack Promotion!**



LEADING authentic basmati rice brand Laila, will next week launch (Monday 28th October) [an exciting new partnership with Indian entertainment specialists Eros Now to bring its customers the latest Bollywood blockbusters for free.

From 28th October, every rice-loving Bollywood fan in the UK will have the opportunity to access Eros Now's extensive library of movies by simply buying one of the special Laila Rice packs, and entering a unique code on Laila's website.

Customers will be able to unlock a world of unlimited Bollywood blockbusters for periods ranging from one to three months, depending on pack size purchased.

The campaign is also supported by a set of specially designed recipe cards featuring a selection of delicious dishes from the Laila Recipe collection, as well as images of some of Eros's iconic films.

Known for quality and excellence, Laila produces the finest Basmati Rice and has quickly established itself as one of the nation's favourite rice brands. Harvested from the foothills of the Himalayas and sold in all the major national and independent retailers, Laila's popularity is apparent across the country.





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Eros Now, the dedicated online entertainment service of Eros International, a leading global company in the Indian film entertainment industry is a one-stop destination for film and music entertainment. Its extensive library offers unlimited movies to choose from, as well as music videos and audio tracks – all of which are readily available to stream and download instantly! The website is the perfect destination to find Bollywood favourites. With brilliant blockbusters ranging from classics like *Mother India* and *Rang De Basanti* to latest hits like *Ranjhanaa*, *Grand Masti* and *Lootera*, Eros' collection is unrivalled with additions from UTV and Viacom catalogue (Barfi, Special 26, Rowdy Rathore and more).

Surya Foods' CEO, Harry Dulai says: *'We're very excited about this collaboration as it really is the perfect partnership. Our customer base is growing daily and spans both traditional Asian consumers as well as the wider communities that have fallen in love with Asian food. This partnership with Eros Now has great synergy with our brand's position – Eros Now provides a wonderful service to die-hard Bollywood fans as well as newcomers to Indian cinema, and we're happy to be working with them for this promotion. As one of the top three rice brands in the UK, we are constantly striving for ways to understand our customers' needs and subsequently engage with them. Working with Eros is a great way to connect with our consumers and we can't wait to see the reaction to the new promotion'*

CEO of Eros Now Rishika Lulla-Singh, says: *'We're very happy to be joining forces with Laila Rice for this special promotion. Eros Now opens the doors to a core part of Indian culture by providing a digital service enabling south Asians across the globe to access Bollywood content at their fingertips, on the go – whilst Laila celebrates food – also a core part of our culture! The two combined is a match made in heaven - Dinner and a Movie - what more could anyone want!'*

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For further information or images please contact Lyndsey Filby: Lyndsey.filby@talk21.com or call 07906 647565

