



## Amazon Prime Video Bets Big on India; Announces its Biggest Content Slate of Series, Movies and Co-productions across Genres and Languages

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*Doubles down on content investments in India. To launch over 40 new titles across series and movies in Hindi, Tamil and Telugu in the next 2 years*

*Forays into original movies; announces new multi-year licensing deals and co-productions with major Indian film studios*

*Expands Prime Video's Marketplace offering with the launch of Transactional Video-On-Demand (TVOD) Movie Rental Service in India. The TVOD Service will enable early rental access to latest Indian and International movies; and in-addition offer a rich catalogue of popular movies from around the world on a transactional (per-movie) basis. Prime Video's customer footprint is set to expand further as the TVOD Rental Service will be available to all Prime members as well as anyone who is not yet a Prime member.*

MUMBAI, India—28 April, 2022— Unveiling its biggest slate to date in India, at its maiden *Prime Video Presents India* showcase event in Mumbai, Amazon Prime Video today announced over 40 new titles, in Hindi, Tamil and Telugu, across original series, original movies and co-productions that it plans to launch over the next 24 months.

Dialling up its strategy of bringing the best and latest movies to consumers across languages, Prime Video announced new multi-year licensing deals and co-productions with some of India's biggest and most successful studios. Prime video also announced its foray into original movie production in India with films in Hindi and Telugu, to be released directly on the service.

The service recently completed half a decade of super-serving customers in India, and announced that it will more than doubling its investment in Prime Video India over the next 5 years.

The upcoming Amazon Originals will enthrall customers by offering a wide gamut of genres, ranging from cutting-edge thrillers, high-octane action, engaging dramas to light-hearted comedies and heart-warming romances. The service is augmenting its original programming for young adult audiences, and also exploring genres like supernatural and horror for the first time in its India journey. Furthermore, Prime Video is enhancing the scope of its unscripted series catalogue to explore genres like biographies, true-crime and investigative docudramas.

Prime Video aims to be a home for talent. It is working with a wide set of diverse creators with unique, cinematic voices from across the country. Almost 70% of the new upcoming titles will feature new talent - both in front of and behind the camera.

After launching Prime Video Channels last year, in another significant step towards creating a video entertainment marketplace, Amazon today also launched Prime Video Store, its transactional video-on-demand (TVOD) movie rental service in India. Customers can now get early access to the latest Indian and international movies, including a rich catalogue of popular movies (award winners and franchises) from around the world on a transactional (per-movie) basis. Prime Video's customer footprint is set to expand even further as the TVOD rental service will be available to all Prime members, as well as, anyone who isn't a Prime member. Customers will get early rental access to movies across languages and the rental service can be accessed via the STORE tab on primevideo.com and the Prime Video app.

"In the last 5 years, we have built a strong slate of locally produced content across languages, super-serving the diverse entertainment needs of Indian customers. With increased access and distribution, we have helped these great stories travel far and wide in India, and around the world. We have played a key role in helping expand the linguistic palette of Indian customers, thereby, increasing the audience base for creators and talent. Prime Video India today sees viewership from 99% of the country's pin-codes. India continues to be one of Prime Video's fastest-growing & most engaged locale globally. We are humbled by the love we have received from our consumers and continue to be deeply committed to delighting our customers with great content, while also fuelling the creative economy," said **Gaurav Gandhi, country head, Amazon Prime Video India.**

Speaking about the multi-pronged approach on expanding the movies segment in India, Gaurav added, "In tune with our vision to become the most-loved entertainment hub, we have steadily innovated in the way we offer movies to our consumers, from offering films in a post-theatrical early-window to direct-to-service premieres bringing the most anticipated movies to consumers' living rooms and preferred devices. We are deeply committed to grow this segment further and are going bigger on our film licensing partnerships, expanding our co-production initiatives and are now excited to announce our foray into original movies. In addition to our investments in great content, we are super excited about the launch of our TVOD movie rental service, that will not just give even more expanded reach to these films but also give customers more choice in how they want to access and watch content."

Elaborating on the expansive content slate announced today, **Aparna Purohit, head of India originals, Amazon Prime Video** said, "Our mission has been to tell compelling, authentic and rooted stories that not just connect with audiences in India but resonate with audiences across the world. We feel humbled that the characters of our shows and films have inspired new archetypes, blazed a new trail, and in fact, become a part of the cultural zeitgeist. As we move forward, we are excited to partner with some of the most prolific creators to bring forth powerful stories across different formats, genres and languages for our customers. We are confident that our upcoming slate of shows and films will transcend all barriers of language, nationality or formats."

*Details about upcoming titles and announced partnerships are included separately in the appendix document.*

### ABOUT AMAZON PRIME VIDEO

Amazon Prime Video is a premium streaming service that offers Prime members a collection of award-winning Amazon Original series, thousands of movies and TV shows—all with the ease of finding what they love to watch in one place. Find out more at [PrimeVideo.com](https://www.primevideo.com).

- **Included with Prime Video:** Thousands of acclaimed TV shows and movies across languages and geographies, including Indian films such as Shershaah, Toofaan, Sardar Udham, Gehraiyaan, Coolie No. 1, Gulabo Sitabo, Shakuntala Devi, Sherni, Durgamati, Chhalaang, Hello Charlie, Cold Case, Narappa, Sara's, Sarpatta Parambarai, Kuruthi, #HOME and Tuck Jagadish, along with Indian-produced Amazon Original series like Guilty Minds, Mumbai Diaries 26/11, The Last Hour, Paatal Lok, Bandish Bandits, Breathe, Comicstaan Semma Comedy Pa, The Family Man, Mirzapur, Inside Edge and Made In Heaven. Also included are popular global Amazon Originals like The Tomorrow War, Coming 2 America, Cinderella, Borat Subsequent Moviefilm, Without Remorse, The Wheel of Time, American Gods, One Night in Miami, Tom Clancy's Jack Ryan, The Boys, Hunters, Cruel Summer, Fleabag, The Marvelous Mrs. Maisel and many more, available for unlimited streaming as part of a Prime membership. Prime Video includes content across Hindi, Marathi, Gujarati, Tamil, Telugu, Kannada, Malayalam, Punjabi and Bengali.
- **Instant Access:** Prime Members can watch anywhere, anytime on the Prime Video app for smart TVs, mobile devices, Fire TV, Fire TV stick, Fire tablets, Apple TV and multiple gaming devices. Prime Video is also available to consumers through Airtel and Vodafone pre-paid and post-paid subscription plans. In the Prime Video app, Prime members can download episodes on their mobile devices and tablets and watch anywhere offline at no additional cost.
- **Enhanced experiences:** Make the most of every viewing with 4K Ultra HD- and High Dynamic Range (HDR)-compatible content. Go behind the scenes of your favourite movies and TV shows with exclusive X-Ray access, powered by IMDb. Save it for later with select mobile downloads for offline viewing.
- **Included with Prime:** Prime Video is available in India at no extra cost with Prime membership for just ₹1499 annually or ₹179 monthly. New customers can find out more at [www.amazon.in/prime](http://www.amazon.in/prime) and subscribe to a free 30-day trial.

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