

Culver Max Entertainment Pvt. Ltd: Fact Sheet

(Formerly Sony Pictures Networks India Pvt. Ltd)

Year of Launch	October 1995 (29 th year of operations)
Parent Company	Culver Max is an indirect wholly - owned subsidiary of Sony Group Corporation, Japan.
Broadcast Formats	Standard Definition and High-Definition formats
Businesses	General Entertainment, Sports, Movies, Factual entertainment, Regional, Content production, Kids and Digital
Distribution reach	170 million households in over 8000 towns across India Over 700 million viewers across India
International Presence	<ul style="list-style-type: none"> • Available in 167 countries with 16 feeds • Distributed in over 70 countries
Key Management	<ul style="list-style-type: none"> • Managing Director & CEO: Gaurav Banerjee • General Counsel: Ritesh Khosla
Channel Break-up	
General Entertainment Channels (GEC's) - Hindi 5 channels	<ol style="list-style-type: none"> 1. Sony Entertainment Television: SET & SET HD – Flagship Hindi GEC with cross interest programming 2. Sony SAB & Sony SAB HD – India's first family entertainment channels 3. Sony PAL – archival content from SET and SAB
Regional Channels – Bengali Marathi (2 channels)	<ol style="list-style-type: none"> 1. Sony AATH – SPN's premium Bangla entertainment channel. 2. Sony Marathi – SPN's Marathi general entertainment channel.
Sony Sports Network (10 channels)	<ol style="list-style-type: none"> 1. Sony Sports Network – Sony Sports Ten 1, Sony Sports Ten 1 HD, Sony Sports Ten 2, Sony Sports Ten 2 HD, Sony Sports Ten 3, Sony Sports Ten 3 HD; Sony Sports Ten 4, Sony Sports Ten 4 HD; Sony Sports Ten 5; Sony Sports Ten 5 HD

Movies – Hindi Channels (4 channels)	<ol style="list-style-type: none"> 1. Sony MAX and Sony MAX HD – provide movie buffs the best of Hindi Cinema 2. Sony MAX 2 – brings alive yesteryear Hindi cinema 3. Sony WAH – the Hindi movies channel for rural markets
Movies – English Channels (2 channels)	Sony PIX and Sony PIX HD – engages viewers with amazing Hollywood films
Factual Entertainment Channels (2 channels)	Sony BBC Earth and Sony BBC Earth HD - award-winning factual programming from BBC
Kids Channels (1 channel)	Sony YAY! – A kids entertainment channel with homegrown original content in seven language feeds (English, Hindi, Marathi, Malayalam, Bangla, Tamil and Telugu)
TV & Digital Production	StudioNEXT an independent business unit of SPN to create original content and IPs for Television and Digital media within India and globally.
Digital (VOD platform)	SonyLIV – the network’s OTT platform for LIVE sports, movies, short films, original and archival content.
Corporate Social Responsibility	Our Corporate Social Responsibility (CSR) programme focusses on creating a positive impact in our ecosystem and is built around 3 pillars; empowerment, education and environment.

Company Profile

Culver Max Entertainment Private Limited, is one of India's leading media companies that owns, operates, and broadcasts a bouquet of television and digital channels. The Company is an indirect wholly owned subsidiary of Sony Group Corporation, Japan. It began its journey two decades ago in 1995. In its 29th year of existence, the company reaches out to over 700 million viewers across India every day. The Company telecasts a variety of channels ranging from general entertainment, sports, digital and films in both Standard Definition (SD) and High Definition (HD) formats.

General Entertainment (GEC's): Sony Entertainment Television (SET) is the flagship channel of SPN. With a creative and innovative approach, **SET** and **SET HD** have become immensely popular with its cross-interest programming. SPN engages audiences with rib-tickling humour while simultaneously embracing its changing cultural fabric with its family-oriented entertainment channels **SAB and SAB HD**. Offering popular content from SET and SAB TV, **Sony PAL** is a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from SPN's content library. **Sony AATH** is the premium Bangla entertainment channel with an eclectic mix of fiction and regionally produced animation programmes. **Sony YAY!** the kids entertainment channel, promises to be the destination of unlimited happiness for kids. Bringing BBC's award-winning factual programming to the Indian audience, the network has entered a joint venture with BBC Earth to launch **Sony BBC Earth** and **Sony BBC Earth HD**. With an endeavour to weave bonds of genuine emotions with each life it touches, **Sony Marathi** aims at breaking stereotypes while celebrating the rich cultural fabric of Maharashtra through its innovative and engaging content.

Sony Sports Network: Sony Sports Network has several sports channels, **SONY SIX, SONY SIX HD, SONY TEN 1, SONY TEN 1 HD, SONY TEN 2, SONY TEN 2 HD, SONY TEN 3, SONY TEN 3 HD, SONY TEN 4, SONY TEN 4 HD**. It has an enviable line-up of marquee sporting action across genres in its portfolio including five international cricket boards: Cricket Australia, England and Wales Cricket Board, Pakistan Cricket Board and Ireland Cricket board. A premiere destination for football, Sony Sports Network has the rights for UEFA Champions League, UEFA Europa League, UEFA Europa Conference League, UEFA FIFA European Qualifiers, Bundesliga and FA Cup to name a few. The sports network also brings niche sports events like Australian Open, 2022 Asian Games, UFC, World Archery, Prime Volleyball League, Ultimate Kho Kho, Extreme E, T20 Leagues - Women's Big Bash League, Big Bash League and the Pakistan Super League to Indian shores. It also is the home to WWE - RAW, Smackdown, NXT as well as special events telecast through the year to deliver a distinct experience and engage viewers in a multi-sport milieu.

Digital: In 2013, the Company launched **SonyLIV** - the premium video-on-demand (VOD) service and has seen success with its original premium content Avrodh, Undekhi, Bhonsle, JL50, Maharani and Scam 1992: The Harshad Mehta Story among others. The Hollywood content library has some of the best titles like Leonardo, Alex Rider, On Becoming a God in Florida, Call your mother, For Life, to name a few. Apart from archival and regional content, movie premieres, short films, and LIVE sports are also a very important facet of the SonyLIV offering. The platform revamped its interface and content offerings in May 2020 and has over 100 million app downloads.

Movies: **Sony MAX, Sony MAX 2** and **Sony MAX HD** provide movie buffs with the very best of Hindi cinema. MAX is the destination for world premieres, while MAX HD mirrors the disposition of the Indian viewers who love their movies, appreciate superior and premium quality in their TV viewing experience. MAX 2 caters to the needs of the discerning viewers who appreciate rich Indian cinema that are evergreen and iconic in nature. **Sony WAH** is Hindi movie channel for rural audiences. The Company's English movie channels **Sony PIX** and **Sony PIX HD** engage viewers with Hollywood films.

StudioNEXT: An independent business unit of Culver Max Entertainment Pvt. Ltd, StudioNEXT will create original content and IPs for television and digital media within India and globally. This newly formed venture began its journey by co-producing Season 10 of KBC in partnership with Big Synergy. Going forward, StudioNEXT will produce new IPs whilst leveraging the existing ones under the Company.

Distribution: Culver Max Entertainment Pvt. Ltd distributes the networks television channels across different genres and languages through multiple content delivery platforms. It reaches out to over 170 million households across 8000 towns.

Corporate Social Responsibility (CSR): The Company believes in giving back to the society it operates in. To create positive change in the society we live in, the network focuses on 3 impact areas - Environment, Education and Empowerment.

Sustainability: With a goal to achieve Zero Waste to Landfill, SPNI has embarked on a sustainable journey to reduce its carbon footprint. The Company initiated its waste management journey in 2021, by implementing the 'avoid, reduce and recycle waste' approach in not just the organisation, but also with its content production houses to fulfil the organisation's goal of achieving a zero environmental footprint by 2050.

Awards: Culver Max Entertainment Pvt. Ltd has been recognised as an employer of choice within and outside the media industry. The Company has been recognised among India's Best Companies to Work For 2021 by Great Place to Work® Institute, India, that defines rigorous process that set the 'gold standard' for workplace cultures worldwide. The company was awarded the elite title of 'Aon Best Employers India' in the 2017 edition in recognition of the Company's unique workplace culture and exceptional people practices. It also featured among the Top 10 companies in Corporate India for employer with Best Health and Wellness Practices for four consecutive years by SHRM & CGP Partners, listed by Working Mother & AVTAR as one of the 100 Best Companies for Women in India in 2019. In keeping with its commitment to be an employer of choice and incorporating progressive HR practices, the Company has numerous initiatives to make the organisation more employee friendly.

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