

Mauj Mobile, Eros partner for "U, ME AUR HUM"

Mauj Mobile and Eros Multimedia have joined hands to offer Mobile content across the globe, for one of 2008's most awaited movies - *U, Me Aur Hum*. The company has an exclusive tie-up with the Ajay Devgan-Kajol starrer for developing refreshing mobile content around the characters and script.

Ajay and Kajol fans can now avail of a host of interactive content from the film in the form of **Ringtones, Graphics, Video Clips, CRBTS, Themes, Animations** as well as **Colour Logos**. Adding up to the innovativeness, the offerings include special features comprising of **Full Songs, Dialogue Tones** as well as **Video Ringtones**.

Speaking on behalf of Mauj Mobile, **Mr. Manoj Dawane, CEO, People Infocom (Mauj Mobile)**, said, *'We have always believed that innovation is the key to success and that is precisely what we have adapted through this association. Considering that 'U, Me Aur Hum' is one of the most looked-forward-to movies of the season, we have attempted to bring the best of the movie to consumers through the mobile medium.'*

Identifying the expectations from consumers, Mauj Mobile has also launched an interesting and gripping romantic game based on the movie's characters - Ajay and Pia. The company has further spiced up the package with several unique characteristics like dedicated songs and star interviews for all movie buffs. Win a chance to meet Ajay & Kajol

But the entertaining line up does not end here; Mauj Mobile has unveiled a not-to-miss opportunity of interacting with the two celebrities - Ajay Devgan and Kajol, by responding to a set of five questions, **designed by Ajay Devgan himself**.

Answer 5 questions and meet Ajay And Kajol To participate in the contest, SMS 'UMAH to 57007'

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