

Mobile Content for 'Sunday' from Mauj Mobile

Mauj Mobile, one of India's leading wireless solutions providers, in association with **Eros Multimedia Pvt. Ltd** has unveiled exciting mobile content for the movie '**Sunday**' across the country. With this film, Mauj continues its association with all films produced by Kumar Mangat.

'Sunday', is a part of Mauj's ongoing relationship with Eros Multimedia Pvt. Ltd that gives the company **Worldwide Telecom Rights** for the film. Mauj Mobile in their signature style has developed highly creative and attractive mobile content based on the film's visuals and catchy sound in the form of video animations, wallpapers and video ring tones of the movie.

Speaking on the occasion, **Mr. Manoj Dawane, CEO, People Infocom (Mauj)**, said, '*Mauj is known for the quality content and innovative products that it provides to its consumers. Sunday has given us an opportunity to develop content that is fun filled and exciting, in-keeping with the feel of the movie, and we have utilized this to the maximum best in the form of - Ringtones, Videos, Animations, Wallpapers, etc. As the first major release of 2008, we are optimistic about the uptake of the movie in the form of mobile content.*"Eros International enjoys a successful relationship with Mauj and they have developed some highly innovative and exciting content for our films. With Sunday they continue in their endeavor in providing quality mobile content, which will help create maximum visibility for the film', Kumar Ahuja, VP - International Sales & New Media - Eros International adds.

With a look & feel similar to the 2006 super-hit film Golmaal which was directed by the same director Rohit Shetty starring Ajay Devgan and apparently being the only major release in Jan 2008, 'Sunday' is expected to generate interest amongst film enthusiasts across the country.

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