

## ACT FIBERNET and HOOQ announce strategic partnership in Hyderabad

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Today, HOOQ, Asia's biggest premium video-on-demand service and ACT FIBERNET (Atria Convergence Technologies Pvt. Ltd.), the country's fourth largest Internet Service Provider (ISP) in the wired broadband category, announced their strategic partnership in Hyderabad. Under this partnership ACT Customers under a special offer will be able to avail one month of Free HOOQ subscription that translates into a window to unlimited streaming of over 10,000 Hollywood, Bollywood and Local movies along with drama titles available on HOOQ. What's more?, One will also be able to enjoy the HOOQ exclusives and TV shows like Flash, Arrow, Gotham, The Big Bang Theory, Two and a half Men amongst others.

The move is aimed at providing ACT users a seamless integration of good quality internet connection and unlimited content streaming from HOOQ. In times of hectic schedules and being always on the move, the partnership aims at enabling users by giving them the freedom to watch their favourite TV shows and de-stress anytime, anywhere.

Commenting on the collaboration, Mr. Salil Kapoor, Managing Director India at HOOQ said, "This collaboration further solidifies our position as the country's biggest premium video-on-demand service. With the rising popularity of online streaming in the country, the most basic challenge that exists is that of seamless internet connectivity, something that we plan to bridge with our strategic partnership with ACT. We are excited to work with the ACT team starting with Hyderabad as our first market. We are confident that this offering will take the entertainment experience for our users to the next level."

Speaking on the partnership, Mr. Bala Malladi, CEO of the ACT Group said "We are happy to associate with HOOQ. We are seeing an internet revolution in the country, Hyderabad being one of the key markets for us. The city is one of the highest internet penetrated markets. We are pleased to announce high quality content streaming options in partnerships with global brands like HOOQ. This partnership is not only a value proposition for our user-base but also a strategic move towards creating a connected eco-system offering seamless internet connectivity and the best content from across the globe."



The HOOQ-ACT Partnership is being piloted first in Hyderabad which will then be taken to other ACT markets such as Bangalore, Chennai and Delhi.

ACT is currently leading in net wired broadband subscriber additions in calendar year 2016 and continues to offer consumers the fastest, most consistent and unparalleled Internet experience, through the immensely scalable and future proof technology of fiber optics. It is at the forefront of driving Internet consumption in India, not just in terms of growing the market but also changing the online user behaviour and enhancing the way users experience this medium.

HOOQ has truly paved the way for a digital revolution in the world of entertainment in India. For a price of only Rs 249/- a month, users have access to unlimited Hollywood & Local Movies & TV Shows, which can be viewed on up to 5 connected devices. Users can share the HOOQ experience with their loved ones or friends, as they can stream simultaneously on two devices – on just one subscription. HOOQ also offers a unique offline download feature of up to five (5) titles at a time ensuring that there is always video content to be enjoyed even when users are offline or facing connectivity challenges.

#### **About ACT Group:**

ACT (Atria Convergence Technologies Pvt Ltd.) is one of the country's most renowned triple play service providers with close to 2 million happy customers. ACT is a 1250 crore revenue company and the fastest growing in the category with a strong team of more than 6,500 employees across its markets.

The company offers the following state-of-the-art services under the ACT brand:

- Fibernet (Internet over Fiber Optics)
- HD TV
- Digital TV

Headquartered in Bangalore, ACT is spread across the length and breadth of Karnataka, Andhra Pradesh, Telengana, Tamil Nadu & Delhi. Pioneers in Fiber-To-The-Home technology, ACT Fibernet is currently the largest non-telco and the fastest growing Internet Service Provider in the country.

#### **About HOOQ**

HOOQ is Asia's first regional subscription Video-on-Demand service backed by Singtel, Sony and Warner Bros. HOOQ delivers over 30,000 hours of Hollywood blockbusters and popular regional and local programs to customers anytime, anywhere by enabling them to stream and download their favourite shows on their device or platform of choice. For more information, visit [www.hooq.tv](http://www.hooq.tv).