



Mavshack : Mavshack shows exclusive digital release of Indian Punjabi film

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Mavshack has received exclusive rights to the digital premiere of one of this year's most popular Punjabi movies, Daddy Cool Munde Fool. The film had theatrical release on April 12 this year, rated as one of the year's greatest hits and is the fifth most watched Punjabi film during its opening weekend. It was rated 6.9/10 by IMDb.

The film will be shown on Mavshack's Indian Facebook website, premiering on Wednesday, October 23. Mavshack uses the same business model as on the other markets of presence why the film is free to all Facebook fans at facebook.com/mavshack.in. Revenue streams are generated through ad sales on the Facebook website and through subscription sales to Mavshack.com.

"This premiere underscores our focus and target of becoming a significant player in the Indian VoD market and marks the start of a constantly increasing supply of attractive Indian film on Mavshack.com" says CEO Jonas Litborn .

Starring one of Punjabi Cinema's biggest Star "Amrinder Gill" along with one of the main protagonists in the film are in the Punjabi film renowned actor "Harish Verma", who was named Best Actor in 2012 by PTC Punjabi Film Awards . "Jaswinder Bhalla" undoubtedly the best Punjabi Comedian as "Daddy" in the movie does what he is best at. The soundtrack is produced by Dr. Zeus , a world-renowned Indian music producer based in England

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About Mavshack AB (publ)

Mavshack AB (publ) with offices in Stockholm, Toronto, Los Angeles, Manila and Jakarta runs Mavshack.com, one of the fastest growing movie sites in the world. Mavshack also provides technologies to stream media in a cost efficient way.

Mavshack AB (publ) is a publicly traded company (www.aktietorget.se)