

Shemaroo Entertainment

Shemaroo Entertainment Ltd. is an Indian content creator, aggregator and distributor, specifically in the media and entertainment industry. It was founded by Buddhichand Maroo in 1962 as a book-circulating library under the name Shemaroo. It set up India's first video rental business in 1979.^{[1][2]} The company went national after it began content distribution in 1987, became aggregators and bought rights to movies for home video.^{[2][3]}

Currently, the brand has a collection of over 3700 movie titles in multiple Indian languages and offers services to customers in over 30 countries including the US, the UK, Singapore, UAE and Australia.^[4]

The company's partners for content distribution include Amazon Prime Video, Netflix, YouTube, iTunes, Reliance Jio, Vodafone, Tata Play, DD Free Dish and DishTV (through one of its active service channels 'Evergreen Classics Active').^[4] Shemaroo has offices in Mumbai, New Delhi and New Jersey.

History

Early years

Shemaroo Entertainment Ltd. was founded on 29 October 1962 as a book-circulating library by the Maroo brothers (Buddhichand, Atul and Raman) in collaboration with Gangajibhai Shethias.^[4] The name of the company is an acronym for the founders' surnames. The library was located at Warden Road in South Mumbai. Three branches were opened soon after.^[5]

In 1979, they expanded to include video home system (VHS) tapes in their collection by partnering with affluent business families who had their personal collections of movies.^[4]

In 1987, the company forayed into content distribution via the VHS format, which was labeled Shemaroo Video Private Ltd. They also bought rights to several movies for home video and were one of the first brands involved in the distribution of video rights in India.^[6]

Shemaroo Entertainment Ltd.

Company type	Public
Traded as	<div>BSE: 538685 (https://www.bseindia.com/stock-share-price/x/y/538685/)</div> <div>NSE: SHEMAROO (https://www.nseindia.com/get-quotes/equity?symbol=SHEMAROO)</div>
Industry	Entertainment
Founded	29 October 1962
Founder	Budhichand Maroo
Headquarters	<u>Mumbai</u> , <u>India</u>
Products	Movies, music, home video, merchandise
Services	Content creation, aggregation, and distribution Video-on-demand (ShemarooMe)
Website	shemarooent.com (https://shemarooent.com/)

Shemaroo started buying cable and pay television rights in the 1990s. In 1995, the company bought an equity stake in Sony's Indian TV channel while negotiating a deal to buy films of Sony's Columbia Tristar.^{[4][5]}

2000s to present

Shemaroo became an integrated content media house with the commencement of Digital Post Production Facilities. The company ventured into film production with movies like *Kuch Meetha Ho Jaye*, *Omkara*, *Ishqiya*, *Dedh Ishqiya* and *Huntermrr*. These were followed by several others in the subsequent years.^[1]

The company forayed into digital animated films with *Bal Ganesh* and *Ghatothkach* as their initial features and became the only company to release a feature every year thereafter.^[7]

The brand also owns an online retro music channel, Filmi Gaane, which offers classic Bollywood songs from the 1950s to the 1990s.^{[8][9]}

In 2012, Shemaroo completed 50 years of operations. In 2018, the company unveiled a new logo and tagline '*India Khush Hua*'.^[1]

In January 2020, Shemaroo Group launched its first TV channel named Shemaroo Marathibana. It is a 24-hour FTA Marathi movie channel with the tagline 'Assal Filmi' (translated as 'Made for Entertainment'). The channel receives good TRP. Swapnil Joshi is its Brand Ambassador. It airs Marathi superhit movies like *Aapla Manus*, *Thackeray*, *Bhai Vyakti Ki Valli*, *Judgement*, *Cycle* and *Ani Dr. Kashinath Ghanekar*, etc. The free-to-air channel focuses entirely on Marathi audiences across Maharashtra and Goa and addresses their preferences through its catalog of over 200 titles.^[10]

In 2020, Shemaroo Group announced the launch of a new Hindi GEC Shemaroo TV. A free-to-air channel, Shemaroo TV targets the Hindi-speaking markets of India with the tagline '*Badalte Aaj Ke Liye*'.^[11]

Shemaroo Pre-loaded audio speakers

In 2019, the company ventured into the pre-loaded audio speaker market and introduced Bluetooth speakers loaded with devotional content. The pricing for all three existing products in store (online & offline) – *Bhagavad Gita*, *Bhajan Vaani* and *Quran Majeed* And is available in the market currently with leading offline and online retailers.^[12]

In 2019, Shemaroo launched '*Shemaroo Bhakti Shri Ganesha Bhajan Vaani*' during Ganesh Chaturthi, and '*Shemaroo Amritbani*' on the 550th birth anniversary of Shri Guru Nanak Dev Ji.^[13]

Business operations

Shemaroo's content library includes over 3,700 film and non-film titles. These include classic Bollywood movies such as *Anari*, *Jab Jab Phool Khile*, *Neel Kamal*, *Amar Akbar Anthony*, *Dharam Veer*, *Roti*, *Khuda Gawah*, *Dil*, *Deewana*, *Beta*, *Hum Hain Rahi Pyar Ke*, *Khakee*, *Kya Kehna*, *Dil Hai Tumhaara*, *3 Deewarein* and *Chupke Chupke*; more recent films such as *Jab We Met*, *Ishqiya*, *Slumdog Millionaire*, *Ajab Prem Ki Ghazab Kahani*, *Omkara*, *Judwaa 2*, *Padmaavat*, *Pad Man*, *102 Not Out* and *Soldier*; and animated features like *Bal Ganesh* and *Ghatothkach*.^{[1][14][15]}

They also include movies classic natak in several Indian regional languages like Gujarati, Marathi, Punjabi and Bengali, such as Chhelo Divas, Passport, Gujjubhai Banya Dabang and Thai Jaishe.^[14]

They also provide substantial content in the devotional spectrum with devotional videos, live streaming of shrines, temples and more in categories such as Bhakti, Ibaadat and Gurbani via their apps Ibaadat and Hari Om.^{[16][17][18]}

Their distribution network includes an in-house television syndication team, a new media technology team for mobile value-added services (MVAS), the Internet, DTH and a nationwide home entertainment distribution network. The company has partnered with Airtel, Vodafone, Idea, MTN, Ooredoo and Etisalat to distribute content like videos, music and live streaming via MVAS.^[14] They also have an online presence on YouTube, where their channels receive an estimated 2.2 billion monthly views on average.^[19]

Their partners include major DTH platforms such as Airtel digital TV, Tata Sky and Dish TV, and TV Networks such as Sony Network, Star TV and Colors Network.^[14] The company's subsidiary Contentino Media provides in-flight entertainment for airlines like Emirates, Singapore Airlines, Qatar Airways, Air India, Vistara, Lufthansa and Virgin Atlantic.^[20]

The company's brand Yedaz is the official Bollywood licensing and merchandising rights holder that sells Bollywood-themed products like T-shirts and mugs.^{[21][22]} They also established the Shemaroo Institute of Film and Technology (SIFT) for students wishing to work in the film industry.^[23]

ShemarooMe

In February 2019, Shemaroo Entertainment launched its own video-on-demand service app called ShemarooMe, which is available for Android and iOS.^[24] It is also available on the web for viewers. The Bollywood actor Tiger Shroff was present at the launch event of this app in Mumbai.^[25]

The OTT video streaming service primarily provides content from the company's content library including movies, TV shows and songs pertaining to Bollywood classics, contemporary Bollywood, premium Gujarati, the kids' category, etc.^{[26][27]} The content is available in languages like Gujarati, Marathi and Punjabi. More such vernacular languages are expected to be added in future versions of the app.^[27]

The service follows a freemium business model. Some of the content will be available for users to stream for free, and the rest shall require a subscription to be accessed.^[27] It has also been launched in the USA (in April 2019).^{[28][2]}

In September 2019, ShemarooMe introduced a new property called Shemaroo Bollywood Premiere – Premieres One World Digital Premier every week movies every Friday.^[29]

ShemarooMe announced the launch of its new genre Comedy.^[30]

ShemarooMe went global with a presence in 150 markets along with the US, UK, Middle Eastern and South Asian markets.



Bollywood actor Tiger Shroff was present at the launch event of the ShemarooMe app in Mumbai.

In July 2020, ShemarooMe announced the launch of its new on-demand movie platform called 'ShemarooMe Box Office.' ShemarooMe has also inked a strategic partnership with BookMyShow, India's leading entertainment destination, to ensure more cine-goers have access to the content.^{[31][32]}

TV Channels

Channel	Launched	Language	Category	Notes
<u>Shemaroo Marathibana</u>	2020	Marathi	Movies	Formerly <i>Mr. TV</i>
<u>Shemaroo TV</u>				Formerly <i>Fun TV</i>
<u>Shemaroo Umang</u>	2022	Hindi	GEC	
<u>Chumbak TV</u>	2023			Formerly <i>Azaad TV</i>

Shemaroo Marathibana

Shemaroo Marathibana^{[33][34][35]} is a Marathi language Entertainment channel that was owned by Shemaroo Entertainment Media Network. Earlier, This channel Telecasts Marathi movies along with Bollywood and South Indian movies that where dubbed in under Marathi language but now it had converted into an Entertainment channel.

Current broadcasts

- *Gajar Maulicha*
- *Anandwari*
- *Shree Krishna*
- *Aai Tuza Aashirwad*
- *Pawanputra Hanuman*
- *Haa Mahal Kasala*
- *Bhagyaresha*
- *Crime Time*
- *Jogeshwaricha Pati Bhairavnath*
- *Sau Pratap Manasi Supekar*

Upcoming Broadcasts

- *Karmadhikari Shanidev*

Former broadcasts

- *Ramayan*
- *Sai Baba*
- *Gokuldhamchi Duniyadari*

Shemaroo Umang

Shemaroo Marathibana

Country	<u>India</u>
Network	Shemaroo Entertainment
Headquarters	<u>Mumbai</u>
Programming	
Language(s)	<u>Marathi</u>
Picture format	<u>MPEG-2</u>
Ownership	
Sister channels	<u>Shemaroo TV</u>
	<u>Shemaroo Umang</u>
	<u>Chumbak TV</u>
History	
Launched	21 December 2019 as <i>Mister TV</i> 6 May 2020 as <i>Shemaroo Marathi</i>
Former names	MR. TV (2019-2020)
Links	
Website	<u>www.shemaroome.com/</u> <u>(https://shemaroome.co</u>

Shemaroo Umang^{[36][37][38]} is a Hindi language General Entertainment free-to-air channel that is owned by Shemaroo Entertainment Media Network. This channel was launched on 05 April 2022.^{[39][40]}

Current broadcasts

Original series

Premiere date	Title	Genre
5 September 2022	<i>Kismat Ki Lakiro Se</i>	Drama
20 February 2024	<i>Chahenge Tumhe Itna</i> ^[41]	

Former broadcasts

Original series

Year	Show
2022-2023	<i>Raazz Mahal – Dakini Ka Rahasya</i>
2023	<i>Kundali Milan</i>
2022-2023	<i>Kyunkii Tum Hi Ho</i> ^[42]
2023	<i>Gauna – Ek Pratha</i> ^{[43][44]}
2023-2024	<i>Shravani</i>

Acquired series


- *Geet – Hui Sabse Parayi*
- *Tere Liye*
- *Naamkaran*
- *Ek Nanad Ki Khushiyon Ki Chaabi... Meri Bhabhi*
- *Doli Saja Ke*
- *Goblin: The Lonely and Great God*

Animation shows

- *Vir The Robot Boy*
- *The Jungle Book*
- *Fred Kismatwala*
- *Billa Jasoos*
- *Chacha Bhatija*
- *Mighty Raju*
- *Happy Kid*
- *Gattu*

[m/all-channels/shemaroo-tv](https://www.shemaroo.com/m/all-channels/shemaroo-tv))

Shemaroo Umang

	
Country	<u>India</u>
Network	Shemaroo Entertainment
Headquarters	<u>Mumbai</u>
Programming	
Language(s)	<u>Hindi</u>
Picture format	<u>MPEG-2</u>
Ownership	
Sister channels	<u>Shemaroo TV</u> <u>Shemaroo Marathibana</u>
History	
Launched	5 April 2022
Links	
Website	<u>www.shemarooome.com/</u> <u>(https://shemarooome.com/all-channels/shemaroo-tv)</u>

- *The Psammy Show*

Awards

In May 2009, they won the "Golden Cursor Awards 2009" for their direct-to-DVD edutainment film *Rhyme Time in Toyland* and for their mobile game *Ghatothkach: Eat on Before Dawn*.^[45]

In June 2011, they won 13 awards for their DVDs out of a total of 20 awards at the 'DVD Awards for Indian Home Video DVD releases 2011'.^[46]

In April 2016, they won the 'National Awards for Excellence in Digital and Social Media Marketing 2016' for their online campaign for a cricket tournament, *Comedy Premier League*.^{[47][48][49]} In September 2016, Shemaroo entered the Limca Book of Records twice for the 'Longest Digital Antakshri' and 'Most Tweets in a Day' for the campaign *#FilmiGaaneAntakshari*.^{[50][51]}

In March 2018, they won the "DIGIXX Awards 2018" for their Filmi Gaane campaign *#KuchKisseKuchKahaniyan*.^[52] In August 2018, they won the "DIGIXX Awards 2018" for sponsorship and partnership marketing between *Yedaz* and the social platforms *Vigo Video* and *TikTok*. In December 2018, the company's *Shemaroo Bhakti App* won the "Innovative Mobile App Award 2018" at the Drivers of Digital Summit 2018.^[53]

Controversy

In May 2020, a video surfaced where the comedian Surleen Kaur appeared to remark about Krishna, a Hindu deity, which right-leaning media houses and political parties objected to. Following the controversy, Shemaroo announced their decision to refrain from any further involvement with Surleen Kaur and Balraj Syal because they 'failed to meet their standards of public decency'. Subsequently, ISKCON lodged a complaint against Kaur and Shemaroo with the Mumbai Police for insulting the organisation and Hindus.^[54]

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External links

- [Official website \(https://shemarooent.com/\)](https://shemarooent.com/)
 - [ShemarooMe \(https://www.shemaroom.com/\)](https://www.shemaroom.com/)
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