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"Under Section 30 of the Copyright Act 1957, Novex Communications Private Limited is an authorised agent of Yash Raj Films Private Limited & UTV Software Communications Private Limited.

Also, ZEE Entertainment Enterprises Limited has transferred and assigned Copyright in the Sound Recording of the Songs contained in the Films in which their Copyright subsist to M/s. Novex Communications Private Limited."

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Infringement of Copyright is a cognizable offence which attracts heavy penalty which can extend upto a fine of Rs.2,00,000/- (Rupees Two Lakhs only) and imprisonment of 3 (three) years.



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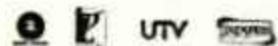
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Talk



HOSPITALITY

North and East



HOSPITALITY

North and East



INDIA HOSPITALITY AWARDS 2015

Changing the entertainment business

Novex Communications Private Limited, the provider of broadcasting and media solutions, has tied up with major entertainment companies, changing the way business is done. Mr. Ketan Karakia, Managing Director, who has more than 20 years of experience of the media industry and has earned the goodwill of all, sheds light on the activities of his company and its future plans.



Tell us about Novex Communications Private Limited.

Novex Communications Private Limited was promoted and established by me in 2002. The company has its head office in Mumbai and corporate office in Delhi and has representatives all over India (Pune, Ahmedabad, Hyderabad, Bangalore, Chennai, Jaipur, and Kolkata). It is the agent and licensee for major music labels.

What is your target audience?

Any commercial establishment needs a public performance license to play Novex's content in public places. Be it in commercial establishments like hotels, clubs, malls, restaurants, or any such other public viewing areas. They need to apply for Novex's license before the public exhibition of any literary, dramatic or musical work or any substantial part of these at social functions like weddings, parties, corporate functions and so on.

Which music companies do you represent?

Under section 50 of the Copyright Act 1957, Novex Communications is an authorised agent of Yash Raj Films Pvt. Ltd. and UTV Software Communications Pvt. Ltd. Zee Entertainment Enterprises Ltd has also transferred and assigned copyright to Novex in the sound recording of the songs contained in the films in which copyright subsist. Zee Music Company is a part of Zee Entertainment Enterprises Limited, India's leading television, media and entertainment company. It is amongst the largest producers and aggregators of Hindi programming in the world, with an extensive library housing over 1.2 lakh plus hours of television content. With rights to more than 3,500 movie titles from foremost studios and of iconic film stars, ZEE houses the world's largest Hindi film library.

Yash Raj Films has been the leading light of the Indian entertainment industry for the last four decades. During this time it has gone from strength to strength and today

has to its credit India's most enviable film catalogue—some films which are part of it have been the highest grossers in the entertainment business. Yash Raj Films was listed as the 27th in the world making it thereby the number one film distribution house in India.

The Business of UTV Movies spans the integrated model of creative development, production, marketing, distribution, merchandising and syndication worldwide.

The portfolio includes Hindi movies, regional movies, animated films, international productions and co-productions.

What are your licensing categories?

Fixed Fee License is a licensing category. Novex has a concept of fixed fee license wherein it charges a lumpsum amount to the property except for special events like Divali, Christmas and New Year's eve for which a separate license needs to be obtained from it.

Event-based License is another licensing category. An event-based license is provided to all the premises who have functions where our content gets played. For example, banquet halls in star properties, live events and other venues where there are social and corporate functions in their respective premises.

What are the strengths of Novex?

Industry titans like Zee Music, Yash Raj Films and UTV are with Novex. The advantage of the huge marketing expenditure done by these music houses gets passed on to Novex. Due to the sheer number of releases happening every week it is virtually impossible to contact any event without Novex's product. **Novex provides a software containing readymade playlist of all our songs which is issued along with the licenses to our clients religiously.**

Who are Novex's major clients?

Among Novex's major clients are hotel chains like the Taj Group, Oberoi Hotels, Lemon Tree Hotels and the Leela Group of Hotels. There are retail chains like Reliance Retail, Aditya Birla, Bharat Retail, Metro Cash & Carry and Corona. There are malls like Metro Mall and Inorbit Mall. There are bus services like MSRTC, TSEPR

and Touring Talkies. And major clubs in Mumbai & Delhi.

What is the importance of Novex's license?

Playing or performing any content from the libraries administered by Novex live or in any electronic form, without obtaining an appropriate license, will directly lead to copyright infringement under the Copyright Act, 1957, Indian Penal Code and other laws.

Which cases have been registered by Novex for copyright infringement?

Cases have been registered by Novex for copyright infringement against The Labt, Renaissance, JW Marriott, Cafe Coffee Day, United 21 Theme, Orchid Mumbai, Umko Hotel Delhi and many more.

Which are Novex's forthcoming releases?

To name a few our forthcoming releases include Sultan—starring Salman Khan; Fan—starring Shah Rukh Khan; Fidoor—starring Katrina Kaif, Rukha and Tabu; Flying Jai—starring Tiger Shroff and Jacqueline Fernandez; Kya Cool Hai Hum 3—starring Tusshar Kapoor and Alia Bhatt.

What marketing strategies have been followed by Novex so far?

Novex's marketing strategies have included letters to directors of the companies which own hotels, about the importance of its content and of the repercussions in case its license is not obtained. Various articles have been published in the newspapers from time to time that have highlighted the importance of the Novex License and action has been taken against properties doing copyright infringement. Novex is also a permanent invitee to the seminars and functions organised by event and entertainment management associations from time to time to showcase its content. Novex also sends email to its clients on a regular basis informing them of its forthcoming releases. It ensures that there are regular public notices in various newspapers about its content. Novex also does anti-piracy activities in various parts of the country and highlights this in the press to create awareness in the system.

Current chartbusters with Youtube Views

S.No	Songs	Movie Name	Youtube Hits	Music Label
1	Ramti	Dhoom3	6.88 crores	YRF
2	Thug Le	Ladris vs Rocky Behl	2.54 crores	YRF
3	Milang Milang	Dhoom3	2.33 crores	YRF
4	Bang Bang	Bang Bang	1.65 crores	Zee Music
5	Tu Meri	Bang Bang	1.37 crores	Zee Music
6	Paani Wala Dance	Kuch Kuch Locha Hai	1.16 crores	Zee Music
7	Dhadang Dhang Dhang	Rowdy Rathore	1.10 crores	UTV
8	Bezubaan Phir Se	ABCD2	1.09 crores	Zee Music
9	Gulaabo	Shaanda	1.01 crores	Zee Music
10	Maria Thrice	The Shaukeens	93 lakhs	Zee Music

S.No	Songs	Movie Name	Youtube Hits	Music Label
11	Jiya Re	Jab Tak Hai Jaan	89 lakhs	YRF
12	Assalam-E-Ishqum	Gunday	89 lakhs	YRF
13	Mushafish	Ek Tha Tiger	85 lakhs	YRF
14	Chinta Ta Ta Chinta Chinta	Rowdy Rathore	85 lakhs	UTV
15	Airway Always	Band Baaja Baraat	78 lakhs	YRF
16	Tune Man Entriyan	Gunday	68 lakhs	YRF
17	Aa Re Pitam Pyaare	Rowdy Rathore	64 lakhs	UTV
18	Tung Tung Bang	Sing is Bling	62 lakhs	Zee Music
19	Pareshaan	Ishbaade	56 lakhs	YRF
20	Main Heroine Hoon	Heroine	46 lakhs	UTV

and many many more...



To know more visit us at www.novex.in



*Authorised Agents of YRF & UTV
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