



Miss World Organization Mandates EndemolShine India As Producers for Miss World Festival 2024

71st Miss World Festival: A Dazzling Return to India, will be streamed &
Telecast across the Globe

Mumbai / London, January 2024 – In an exciting development for the global entertainment industry, the Miss World Organization has officially appointed EndemolShine India as the producers for the upcoming 71st Miss World Festival, a global extravaganza that would be streamed and telecast across the world. This marks a significant milestone as the prestigious event returns to India after 28 years, promising a grand celebration of female achievement and women's empowerment. Branding, sponsorships, and media buying for the festival will be managed by Adsplash Media Pvt Ltd.

Commenting on the development, Rishi Negi, Group COO – Banijay Asia & EndemolShine India, said, "Getting the production mandate for Miss World 2024 is a testament to our leadership and excellence in large-scale event production. This opportunity allows us to bring our expertise to one of the most celebrated global events, right here in India." Elsewhere in the Banijay footprint, Miss France was produced, by the company of the same name, for TF1, where it was the second most viewed unscripted show in the country last year.

Chairman and CEO of the Miss World Organization, Ms. Julia Evelyn Morley CBE, expressed her excitement, stating, "Returning to India, a country that I adore, and inviting 120 National winners to experience the beauty of this nation is a tremendous honour. We will be bringing the world to India and showcasing India to the world."

Scheduled to take place between February 18th and March 9th, 2024, the festival will be hosted across several spectacular venues, including the Bharat Mandapam in New Delhi and the Jio World Convention Centre in Mumbai. The series of events will kick off with "The Opening Ceremony" and "India Welcomes the World Gala" on February 20th, hosted by the India Tourism Development Corporation (ITDC) at the stunning Hotel Ashok in New Delhi. The festival will culminate with the dazzling 71st Miss World global finale at the Jio World Convention Centre in Mumbai on March 9th.

This monumental event, renowned for propelling the profiles of eminent personalities like Ms. Aishwarya Rai, Ms. Priyanka Chopra, and Ms. Manushi Chhillar, has been pivotal in enhancing India's stature on the global stage. The Miss World pageant, established in 1951, extends beyond traditional beauty contests, fostering a new paradigm focused on empowering women through humanitarian service.

The 71st Miss World Festival will feature various competitions and charitable initiatives, emphasizing the qualities that make these young women ambassadors of change. Each contestant will have their own media channel on the MissWorld.com platform, allowing them to showcase why they should advance to the Top 20 finalists.



Mr. Jamil Saidi of Vikas Lifecare, Strategic Partner MW added "I'm delighted that my efforts to bring the 71st Miss World to India has been made a reality by the brilliant Miss World team. Miss World and Endemol are ideal event partners and will help showcase our country's beauty to the whole world".

The key competitions and milestones during the festival comprises:

- World Top Designer Award & Miss World Top Model - Mumbai
- Miss World Sport Challenge – New Delhi
- Miss World Talent Final- Mumbai
- Multi Media Challenge- Mumbai
- Head To Head Challenge Final– The Summit Room Bharat Mandapam – New Delhi February 23rd
- Continental Beauty With A Purpose Challenge- Plenary Hall Bharat Mandapam – New Delhi February 21st
- Miss World Red Carpet Special Jio World Convention Centre - Mumbai
- 71st Miss World Final Global Telecast Live 7:30-10:30 Saturday March 9th - Jio World Convention Centre - Mumbai

Karan Sethi, Founder and Director of Adsplash Media, expressed his gratitude for the opportunity and commented, "It's an honour to be associated with one of the most prestigious global events. We look forward to working closely with the Miss World Organization to unlock value for our brands and customers."

Mr. Munish Gupta, Advisor to the Miss World Organization in India, highlighted the event's role in showcasing India's rich cultural heritage, arts, crafts, and more to a global audience.

"Hosting 120 global contestants to experience the beauty and diverse culture of this great nation, is indeed a tremendous honour. "



About Banijay

Launched in 2008, media and entertainment powerhouse, Banijay, is home to over 130 production companies across 21 territories, a multi-genre catalogue boasting over 180,000 hours of original standout programming, and a complementary live entertainment business – Banijay Events.

Imagining and delivering high-quality, multi-genre IP that was born locally and travels globally, the business offers the best stories told the best way, and represents some of the biggest global brands in the market including *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Love Triangle*, *Hunted*, *The Summit*, *Black Mirror*, *Blow Up!*, and *Starstruck* among others.

Built on independence, creative freedom, collaborative entrepreneurialism and commercial acumen, the company, operates under the direction of Chief Executive Officer, Marco Bassetti. It is under his leadership, the business has grown to reach €3.2bn in revenues and €472m in EBITDA for 2022.

About FL Entertainment

FL Entertainment Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay, the world's largest independent producer distributor and online sports betting & gaming (through Betcliv, Europe's fastest-growing online sports betting platform). In 2022, FL Entertainment recorded revenue and Adjusted EBITDA of €4,047m and €670m respectively. FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

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