



## PRESS RELEASE

### **Hike Messenger and V Creations partner to promote VIP2**

Experience VIP2 with animated stickers and live filters exclusively on Hike

**August 10, New Delhi:** Hike has created an array of stickers and filters for fans to enjoy the multi-starrer VIP2. Hike users can bring conversations alive with animated stickers of Dhanush as he plays the angry young man or Kajol as she tosses her head in style. Share stickers showing the romance between Dhanush and his lady love, Amala or spice up chats with classic dialogues from Dhanush. There are 36 stickers to choose from in Tamil, Telegu and English.

Hike users can also try out the fun live filters featuring Dhanush's signature helmet and Kajol's cool dark glasses.

Millions of fans are eagerly awaiting the release of VIP2, a sequel to the 2014 Tamil-language film *Velaiilla Pattadhari*, and directed by Soundarya Rajnikanth. The film stars Dhanush, Amala Paul, Vivek, Saranya Ponvannan, Samuthirakani and Kajol who is making a comeback in a Tamil film after 20 years. Dhanush as Raghuvaran in VIP2 chooses to be an entrepreneur and follow his passion. This is reflective of the youth in India who are increasingly pursuing their ambitions.

Commenting on the partnership, the Hike spokesperson said *"We are excited to be associated with VIP2, a film which is expected to be amongst this year's biggest and most awaited. We are creating a fun social experience for VIP2 where people can share stickers, try filters and personify their favourite characters"*.

The spokesperson from V Creations said, *"We are delighted to partner with Hike which is a special place for the youth. We look forward to people celebrating the film with colorful, fun stickers and live filters"*.

Hike has 15000 stickers in over 40 Indian languages. Over 300 million stickers are exchanged every day on Hike.

#### **About Hike Messenger:**

Hike Messenger is the first messaging and social technology company made with love in India. It simplifies how people connect with others and changes the way they interact with content and services on mobile. It is the only successful Indian messaging platform with scale.

Hike was launched on 12/12/12 and acquired a user base of over 100 million in January 2016. In August 2016, Hike raised its fourth round of funding of USD 175 million led by Tencent and Foxconn at a valuation of USD 1.4 billion, making it the fastest company in the India to attain a valuation of USD 1 billion, having reached the milestone in just 3.7 years. Investors in Hike

include Tencent, Foxconn, Tiger Global, Softbank and Bharti. Apart from these, some of the top tech veterans from the Silicon Valley have also invested in the company and are advisors.

Today, Hike has over 300 employees spread across 2 offices in Delhi and Bangalore.

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## Banners



## Stickers

### English



### Telugu



### Tamil



### Animated Stickers

