

# Dashmani Media Expands Its Portfolio with Acquisition of Bollywood Insider, Movie Review Preview, Crazy 4 Bollywood, and Bollywood Reporter

Category: Business

written by | December 20, 2024



**Dashmani Media Private Limited**, a trailblazer in the Indian digital entertainment industry, proudly announces the acquisition of four influential Bollywood-centric platforms: Bollywood Insider, Movie Review Preview, Crazy 4 Bollywood, and Bollywood Reporter. This strategic move reinforces Dashmani Medias position as a leading powerhouse in delivering top-tier Bollywood content to global audiences.



**Dashmani media digital acquisition Bollywood Insider, Movie Review Preview, crazy 4 Bollywood and Bollywood Reporter**

### **Transforming the Bollywood Content Landscape**

The newly acquired platforms boast a combined following of millions across social media channels, offering a unique blend of entertainment, news, and insider scoops. Each brand brings its own flavor to the Dashmani Media ecosystem:

- **Bollywood Insider:** Known for its exclusive behind-the-scenes access and celebrity updates, Bollywood Insider boasts 1.1 million Instagram followers and an impeccable reputation for breaking Bollywood's biggest stories.
- **Movie Review Preview:** A trusted destination for movie enthusiasts, this platform specializes in in-depth reviews, previews, and discussions on films, web series, and short films. Its loyal audience values the platform's original, non-exclusive yet engaging content.
- **Crazy 4 Bollywood:** This platform is celebrated for its vibrant Bollywood-centric content, including celebrity

gossip, box office updates, and fan-favorite features.

- **Bollywood Reporter:** With its finger on the pulse of the industry, Bollywood Reporter delivers real-time updates, exclusive interviews, and coverage of key events, keeping fans informed and engaged.

## **Strengthening Dashmani Media's Vision**

**Sudhanshu Kumar, Director of Dashmani Media**, shared his vision for these acquisitions, *"Bollywood is not just an industry; it's an emotion that resonates with audiences worldwide. By integrating these platforms into the Dashmani Media family, we aim to elevate the way Bollywood stories are told and celebrated globally. Our mission is to blend creativity, technology, and storytelling to provide unmatched value to our audiences and partners."*

## **What This Means for Audiences and Partners**

These acquisitions will enable Dashmani Media to:

- **Deliver Comprehensive Coverage:** From exclusive Bollywood scoops to detailed movie reviews, fans can now access an expansive range of premium content.
- **Enhance Content Quality:** With Dashmani Media's expertise in media production, audiences can expect elevated storytelling and immersive experiences.
- **Expand Global Reach:** These platforms will now leverage Dashmani Media's robust infrastructure and strategic partnerships to reach even larger audiences across the globe.

## **About Dashmani Media Private Limited**

Headquartered in Mumbai, Dashmani Media Private Limited is a pioneer in the digital entertainment industry, offering a

diverse portfolio of platforms that span Bollywood, crime awareness, comedy, and more. With its innovative approach and unwavering commitment to quality, Dashmani Media continues to set benchmarks in storytelling and audience engagement.

