

Mallika Dua takes on the role of news anchor ‘Mythika Dutt’ for new show - ‘Fake or Not?’

~Launching today, the show by Flipkart Video is aimed at addressing the need of the hour - busting misinformation and helping people see the difference between real and fake~

India - July 6, 2020: As we continue to power through difficult times, we have all been glued to our screens, consuming viral content circulated on various platforms, that in several cases, is misleading and untrue. To counter this growing threat of misinformation, Mallika Dua is all set to explore a new role as news anchor Mythika Dutt who will be hosting a new show titled ‘Fake or Not?’. Launching on the Flipkart app today, actress, comedian and writer Mallika Dua will continue to bring forth her true essence and satirical comedy as she explores this new avatar.

In an attempt to curb the spread of misinformation and help people identify real from fake, Flipkart Video in support of the United Nations’ ‘Verified’ campaign is launching this new show, aimed at educating users by debunking fake content, while encouraging them to be mindful of the news and information they come across. Many questions that are part of the show will address common misconceptions surrounding the COVID-19 pandemic.

Mythika Dutt - a sincere news anchor and host of ‘Fake or Not?’, is committed to tackle fake news and fight ignorance through her news segment. Along with quashing inaccurate news, the new quiz show from Flipkart Video Originals will also bust common myths that people have come to believe as facts, with a fun twist. Did you know that the humble peanut is not a nut? Or that the full form of ‘SOS’ is not Save Our Souls! ‘Fake or Not?’ combines many such surprising answers and engaging content, available at the convenience of your smartphone.

“People today are so easily misinformed with all the viral content flooding social media. It’s been great taking on a new role, playing Mythika Dutt, to address this. True to the character, I am determined to fight misconceptions as I keep viewers informed through the lighthearted and engaging format of the show. This is such a great initiative by Flipkart Video to educate people and the twist of comedy makes the show entertaining, while still driving awareness to question the source and credibility of information. The show is definitely the need of the hour and I can’t wait to see how this journey unfolds,” said the show’s host Mallika Dua.

‘Fake or Not?’ reinforces Flipkart Video’s commitment to bring the most relevant and innovative content to users in India through their consumer-first approach combined with best

in class technology. This show is now live on Flipkart Video and will continue to entertain and engage users with its interactive videos over the next month. To watch the show and win daily prizes, head over to the Flipkart App, click on the Video button at the bottom right of the screen and click on 'Fake or Not?'

You can download the Flipkart App here:

https://play.google.com/store/apps/details?id=com.flipkart.android&hl=en_IN

<https://apps.apple.com/in/app/flipkart-online-shopping-app/id742044692>

About Flipkart Video

Flipkart Video is an in-app video streaming service from India's homegrown e-commerce marketplace, Flipkart. Launched in 2019, Flipkart Video is reimagining entertainment for the mobile-first consumer, with interactivity and gamification being a key focus. With an offering of over 5000 titles including news, movies and short films in a variety of languages, Flipkart Video provides a curated and personalised experience, with something special for every viewer who is seeking the best entertainment. Recent launches on the platform include snackable original content, unique 'gamified' reality shows and a range of nostalgic film favourites.

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