

Samir Kochhar to host new interactive show

By : Editor Published On : 5 Aug, 2020 05:00 PM IST



~Launching tomorrow on Flipkart Video, the interactive game show gives users a chance to win exciting prizes every day~

INVC NEWS

Mumbai ,

As we continue to grapple with the new normal, we're constantly looking for ways to stay engaged and entertained. Flipkart Video's new show called 'The Bid and Win Show', that launches tomorrow, is a fun solution to stay entertained while also having a chance to win exciting prizes. While some experiences might still be a distant reality, 'The Bid and Win Show' hosted by popular celebrity anchor and actor Samir Kochhar, presents a unique opportunity to bid low, win big and turn those frowns into happy moments.

Suave actor Samir Kochhar is known for playing unconventional roles. After recently starring in successful web shows and taking a break from hosting the popular cricket series, Samir will now grace mobile screens on Flipkart Video's new show. While the actor has been enjoying spending quality time with his family at home, he is glad to be back shooting.

Speaking about hosting 'The Bid and Win Show' Samir Kochhar said, "The Bid and Win Show is unlike anything I have ever done before. Hosting is not new to me and I'm excited to be back - this time, on people's mobile screens. Shooting for this show has been a completely unique experience for me. I never thought I would have so much fun being an interactive game show host and I'm glad that Flipkart Video has created a unique offering that is sure to bring joy to everyone who participates!"

Launching on 6th August, the new show 'The Bid and Win Show', offers users a chance to win exciting new prizes every day by simply watching a short video and placing the lowest unique bid. The show will have a whole range of irresistible products up for bidding - from home appliances, to mobiles phones, laptops to Bluetooth speakers, fitness gadgets, cameras and many more! Aided by Samir Kochhar's dashing personality and dreamy voice, the new offering by Flipkart Video Originals provides a gateway for users to win great products each day.

In line with Flipkart Video's strategy, 'The Bid and Win Show' integrates two highly engaging concepts - gamification and video streaming. The show will be live on the Flipkart app tomorrow and can be accessed by clicking on the video icon at the bottom right of the app's homepage.

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