

•Written by amit bachchan•

••Tuesday•, 15 •April•, 2014 07:43• -

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Following the successful launch of Idea presents Khatron Ke Khiladi – Darr Ka Blockbuster, COLORS is all set to enhance audience engagement with the launch of Idea presents Khatron Ke Khiladi – The Game. Through this 3D interactive game, COLORS will recreate the Khatron Ke Khiladi experience for the show’s loyal viewers who have been supporting the show since its on-air launch. Idea presents Khatron Ke Khiladi – The Game will be available for free download on the iOS and Android platforms to Indian audiences.

Idea presents Khatron Ke Khiladi – The Game is a reflex-testing challenge addressing the fear of heights amongst players as they balance their avatars on a tight rope above the concrete jungles of South Africa, braving tough conditions like wind force and oscillations. To further engage audiences, the game will feature a special contest wherein the highest scorers will compete to win an iPad Mini.

Speaking about the launch of the game, Vivek Srivastava, Digital Head – COLORS, said, “Digital strategies, today, go beyond the realm of audience outreach through social media platforms and increasingly focus on engaging with them to create a strong brand recall and relationship. We have tasted success when we introduced an interactive 3D mobile game for 24 which was featured as the top game across platforms with over half a million downloads. With the launch of Idea presents Khatron Ke Khiladi – The Game, we are looking forward to bringing the audiences’ biggest fears to their fingertips through a thrilling entertainment experience that is deeply seated in agility and balance.”

Designed by Gameshastra Solutions Pvt. Ltd, Idea presents Khatron Ke Khiladi – The Game is an adventure-based interactive mobile game which allows a player to raise their scores basis the distance they are able to cover while they balance on a tight rope while facing grave weather conditions. Every stage of the game also enables players to earn varied power-ups such as ‘Super Boost’ and ‘Extra Life’ which allows the player to increase their expertise levels within the game. The Game also features some incredible in-app purchases including merchandise such as shoes and track suits for their avatars with the bonus that they earn.

## **COLORS launches Idea presents Khatron Ke Khiladi The Game**

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During the course of this highly-addictive game, players will be able to gain multiple levels of achievement starting from Baby Steps for the first-time players to Champion, Unstoppable and even Obsessed for more seasoned players. Users can download the Game by sending an sms KKK to 56882\* to get the link to download the game or download it from Google play store or Apple Play store.

Commenting on their association with Khatron Ke Khiladi – the Game, Mr. Sashi Shankar, Chief Marketing Officer, Idea Cellular said, “Gaming, on the mobile and digital platform is a key focus area for Idea. The show’s on-air success led us to extend our partnership with the property on the digital medium as well. Idea presents Khatron Ke Khiladi – The Game, fits well in our marketing communication strategy as it offers unique brand integration into the property, and being a digital Game, it offers a thrilling yet entertaining way of reaching out to our online audiences.”

Idea presents Khatron Ke Khiladi – Darr Ka Blockbuster powered by Gionee Smart Phone is the ultimate stunt-based action reality show which has been entertaining audiences for over 3 weeks. The show features celebrity contestants like Gauahar Khan, Kushal Tandon, Mugdha Godse, Dayanand Shetty, Karanvir Bohra, Teejay Sidhu, Nikitin Dheer, Gurmeet Choudary, Debina Bonnerjee, Rajnesh Duggal, Geeta Tandon, Salman Yusuff Khan and Ranveer Shorey who perform daredevil stunts under the expert guidance of action maestro Rohit Shetty.