



## **BigFlicks inks deal with UTV Motion Pictures for popular titles**

*- More than 45 of UTV's premium titles are now available on India's first online Movie on Demand service BigFlix plus -*

**Mumbai, January 30, 2012: BigFlicks a part of Reliance Group's, Digital Entertainment Business** today announced a license deal between India's first online Movie on Demand service - BigFlix plus and India's leading Studio UTV Motion Pictures to bring the best of UTV's titles to movie buffs across India. This deal will make available select blockbuster UTV titles to BigFlix plus subscribers to help further expand their personal movie collection whilst simultaneously adding popular titles to the user's **Personal Blockbuster Theatre**.

Jodhaa Akbar, Wake up Sid, Raajneeti, I Hate Luv Storys, No One Killed Jessica, Dev D, Udaan, Fashion, Race, and Kaminey amongst several others will now be available on BigFlix.

BigFlix plus subscribers can now enjoy best of movies from the UTV Banner via a high quality movie viewing experience at the users preferred time, sans the advertisements, across all devices such as **desktop, tablets, smartphones & connected TVs**. This deal gives audience access to their favourite films at their convenience and provides the user with an ever increasing High Definition (HD) blockbuster movie bouquet.

Says Amrita Pandey - **Senior Vice President, International Distribution and Syndication, UTV Motion Pictures**, "Pay per View (PPV) and Subscription Video on Demand (SVOD) options on internet platforms like BigFlix is a great way for audience to watch movies at their convenience. This is the one of our first internet deals in India. BigFlix is one of the first players in this space in India and we are happy to have our movies available for their vast subscriber base."

Commenting on this deal, **Mr. Pankaj Chandra, Chief Operating Officer(COO) – BigFlicks.Pvt.Ltd**, said, "BIGFlix plus is India's 1st movie on demand subscription service, which offers an exhaustive choice of HD Quality movies to the net savvy Movie Buffs in India, at their convenience, across all internet connected devices. It is our constant endeavor to equip consumers with latest blockbuster movies and our partnership with UTV is a step closer to enhance, strengthen and expand the VOD (Video on Demand) service in India. It gives me great pleasure that UTV has partnered with us and is supporting our subscription based initiative and we are confident this partnership with UTV Motion pictures will add significantly to our movie offering."

### **Reliance Entertainment Digital:**

The digital arm of Reliance Entertainment is a cluster of leading multi-brand consumer digital company in India. Today Reliance Entertainment is the only company in India that caters to all the touch points in



the Digital arena for gaming and movies and has a user base of over 10 million. It encompasses digital entertainment viz. gaming, VOD and e-commerce across all platforms such as online and mobile. The Digital portfolio comprises of businesses such as **Zapak Digital Entertainment Ltd, Jump Games Pvt. Ltd, Big Adda and BigFlicks Pvt. Ltd.**

#### **About UTV Motion Pictures:**

The Motion Pictures division of UTV, established in 2004, is one of the only integrated studio models in the Indian film industry. Its activities span across creative development, production, marketing, distribution, licensing, merchandising and syndication of films worldwide. UTV has a library of over 50 films including Hindi, Regional, Animation and International Productions. The last decade in Indian cinema has seen UTV delivering some of the most iconic films including **Swades, Rang De Basanti, Jodhaa Akbar, A Wednesday, Dev D, Khosla Ka Ghosla, The Namesake, Life in a Metro, Oye Lucky! Lucky Oye!, Fashion, Kaminey** and more recently **Raajneeti, Udaan, Peepli [Live], No One Killed Jessica and Delhi Belly**. Over the years, UTV has worked with the most eminent production and direction talent in the industry including Aamir Khan, Karan Johar, Mira Nair, M. Night Shyamalan, Ashutosh Gowariker, Prakash Jha, Sanjay Leela Bhansali, Farah Khan, Vishal Bhardwaj, Anurag Kashyap, Madhur Bhandarkar, Anurag Basu and Shyam Benegal, while backing new talent like Neeraj Pandey, Raj Kumar Gupta, Nishikant Kamat, Dibakar Banerjee, Vikramaditya Motwane, Amit Trivedi and many others.

UTV opened the year 2011 on a strong note with the breakout hit **No One Killed Jessica**, the critically acclaimed **Dhobi Ghat** and the rip-roaring comedy **Delhi Belly**, which has emerged an instant cult hit opening doors for a whole new genre of cinema. UTV has an impressive slate of movies lined up for 2012 with **Ek Main Aur Ekk Tu, Barfii, Rowdy Rathore, Heroine, Joker** and many more.

#### **For further information, please contact:**

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