



Ek Main Aur Ekk Star

UTV Motion Pictures, Dharma Productions and Imran Khan take you on the road with them via a unique video travelogue!

Mumbai, 24 January 2012: This January, as Imran Khan travels to Dubai, New York and the UK as well as 5 to 6 Indian cities, he'll be documenting his journey and uploading it to UTV's Youtube account at <http://www.youtube.com/utvmotionpictures> as well as Dharma Productions' Youtube account at <http://www.youtube.com/dharmamovies> to give his fans back home a taste of what it means to live life as a high-profile jet-setting Bollywood star.

All stars promote their films in as many locations as possible before release, but Imran Khan is doing it with a twist - he's decided to bring along all his fans with him, through the power of video and Youtube!

Called **Ek Main Aur Ekk Star**, it's a unique experiment by Imran, UTV and Dharma Productions and is part of the build up to the release of Ek Main Aur Ekk Tu, the Imran-Kareena starrer that releases on 10th Feb 2012.

Ek Main Aur Ekk Star will capture the highs, the lows, the late nights, the pre-dawn scrambles for flights, the ecstasy, the euphoria and the stress and the struggles that Imran experiences and will be the first series of its kind. Each video will be shot, edited and uploaded on the trip and will be an honest account of life on the road – in glorious HD!

Apart from other activities, Imran will be seen editing a leading daily, meeting fans along with his co-star Kareena and picking the best re-enactment of the trailer of Ek Main Aur Ekk Tu, as part of a contest run by UTV on <http://www.youtube.com/utvmotionpictures>.

About the Film:

'EMAET' is a light hearted, tragicomedy about a guy in his mid twenties, going through a breakdown in his personal as well as work life. Rahul Kapoor (Imran Khan), 26, loses his job as an architect in Vegas and by a twist of fate, he meets Riana Braganza (Kareena Kapoor), a quick-witted hairstylist, who is everything he isn't. Will this friendship turn to love?

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.

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