



## UTV Action presents action thriller '2012' as the Movie of the Month

*Watch the nail biting sci-fi drama on 28<sup>th</sup> January at 8.45 pm only on UTV Action*

**25th January 2012:** What would happen if a devastating catastrophe leads to the end of the world? UTV Action brings you the 2009 box office hit '2012' based on the theory that the world is indeed headed for prophetic self-destruction in the year 2012. Watch the gripping film dubbed in Hindi for the very first time on Indian television on 28th January at 8.45pm.



The plot revolves around Dr. Adrian Helmsley, part of a worldwide geophysical team investigating the effect on the earth of radiation from unprecedented solar storms, learns that the earth's core is heating up. He warns U.S. President Thomas Wilson that the crust of the earth is becoming unstable and that without proper preparations for saving a fraction of the world's population, the entire race is doomed. Meanwhile, writer Jackson Curtis stumbles on the same information. While the world's leaders race to build "arks" to escape the impending cataclysm, Curtis

struggles to find a way to save his family. Meanwhile, volcanic eruptions and earthquakes of unprecedented strength wreak havoc around the world.

Speaking on the Movie of the Month, **Manasi Sapre, Programming Head, UTV Action** said, "2012 was the movie which gave serious competition to Hindi mega movies, when it released in India- and its easy to see why. Great special effects and action sequences, mixed with 'end of the world' theme which never stops to excite Hollywood fans- 2012 is a complete family blockbuster."

### About UTV Action:

Marking the trend of maturity in the generic movie platform and realizing the potential of genre specific offerings - UTV Action was launched in January, 2010. The channel showcases the best of Hollywood in Hindi and provides viewers the one stop destination to enjoy the best of action content starring the world's biggest heroes, making it the 'HOME OF THE WARRIORS'. UTV Action has an extensive library consisting of titles like **Lord of the Rings: Return of the King, Dark Knight, Resident Evil: Apocalypse, Terminator Salvation, Twilight** and a plethora of other action blockbusters.



UTV Action bagged 1 gold and 1 silver award for Best Animation & Best Logo category respectively at PROMAX India 2010.