



UTV's Guzaarish to have a theatrical release in Latin America

-Ek Main Aur Ekk Tu first Indian film trailer to be screened across theatres -

Mumbai, 16 January 2012: UTV Motion Pictures will be releasing *Guzaarish* in Peru (Latin America) in February 2012.

Continuing its endeavour to open new international markets for Indian Cinema, UTV Motion Pictures is one of the first studios to enter Latin America.

In another first, UTV is also releasing the Spanish trailer of UTV Motion Pictures and Dharma Productions *Ek Main Aur Ekk Tu* across theatres in Peru. The film directed by Shakun Batra has Imran Khan and Kareena Kapoor as the lead pair and is produced by Ronnie Screwvala and Karan Johar.

Says Amrita Pandey - Senior Vice President, International Distribution and Syndication, UTV Motion Pictures, "Latin America as a new market is a focus for us. The Indian population is limited in Peru, which makes it even more significant an achievement to have managed a release for the film there. We're looking forward to the *Guzaarish* release in Peru. There have been enquiries on *Ek Main Aur Ekk Tu* from the region. We hope the Spanish trailers for *Ek Main Aur Ekk Tu* will pave a way for day and date releases of new movies in the near future."

Guzaarish continues to be a film widely picked up by non-traditional international markets also besides the traditional ones. The film has been loved by audiences across the world and we are glad newer markets are showing keen interest in the film. Because of its cinematic value, even after a year of its release the response from new audiences is heartening. We are also talking to a leading European distributor to have *Guzaarish* released in France. This will be a first-time ever Bollywood acquisition from France."

Directed by veteran director- producer Sanjay Leela Bhansali and co-produced by SLB Pictures and UTV Motion Pictures, *Guzaarish*, which released on November 19 2010, was hugely appreciated by critics from across the world. The film known for its grandeur look, brilliant acting and the chartbusting soulful music, received fantastic response from audiences worldwide. Starring Aishwarya Rai Bachchan, Hrithik Roshan and Aditya Roy Kapur in the critically acclaimed lead roles, Sanjay Bhansali himself, made a debut as a music director with this film.

Guzaarish won multiple awards at various leading award ceremonies in 2010-2011 across categories including a couple of them for its astounding cinematography as well as the enchanting music.

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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