

UTV launches *Delhi-6* on iTunes

~ First Indian Film for download-to-own on iTunes ~

~ The specially featured film on iTunes store available for \$9.99 ~

Mumbai, 12th January: UTV's *Delhi-6*, co-produced and directed by Rakeysh Omprakash Mehra and starring Abhishek Bachchan and Sonam Kapoor has been launched on iTunes. It is the first Indian film to be made available on the iTunes online store. *Delhi-6* is featured on the store in the "**New and Noteworthy**" film section and is available at \$9.99 for download-to-own. *Delhi-6* has super hit music composed by two-time Oscar winner A. R. Rahman with lyrics by Prasoon Joshi.

Lokesh Dhar, VP – UTV Motion Pictures, USA said, "Entertainment is witnessing a surge of consumption in the online space therefore more and more fans are surfing, looking for movie related content on the internet. Hence, launching *Delhi-6*, the complete film, on iTunes was a perfect fit as not only does the film appeal to all alike, but is another step in UTV's endeavor to set trends and not follow them. We are extremely proud that *Delhi-6* is the first Indian film on iTunes."

Delhi-6 was released in theatres worldwide on February 20th, 2009. UTV held a premiere of *Delhi-6* in New York at the Museum Of Modern Art (MoMA). It was the first Hindi film to be featured at the MOMA. After revealing the first look in the Dubai International Film Festival (DIFF), UTV held the premiere in Dubai on February 18th, in association with DIFF to reach out the movie aficionados in the UAE.

Delhi-6 has been screened at the 66th Venice Film Festival, Bangkok International Film Festival, 29th Annual Hawaii International Film Festival, among others. The film tells the story of Roshan, who travels from USA to India with his ailing grandmother, little knowing that this quick trip would turn into the longest journey of his life... a journey within!

Established in 1995, as a division within UTV Software Communications, UMP Plc has arrangements with a number of major Hollywood studios including Walt Disney, Fox Searchlight and Will Smith's company Overbrook Entertainment. Listed on the London AIM market, UMP Plc has played an active role in pioneering the studio model to the Indian film industry, where it is able to leverage script development, budget and time management and international distribution.

UMP Plc has emerged as a strong player in Indian and International cinema with the success of movies like 'Rang De Basanti', 'Khosla Ka Ghosla', 'The Namesake' 'Jodhaa Akbar', 'A Wednesday' & 'I Think I Love My Wife'. UMP Plc has co-produced movies like Ashutosh Gowariker's 'Jodhaa-Akbar', which is the biggest blockbuster of 2008 and M. Night Shyamalan's 'The Happening' which is amongst the top grosser in Hollywood. UMP Plc has also distributed movies like Aamir Khan's directorial debut 'Taare Zameen Par, & his production Jane Tu Ya Jane Na in the international markets. Producing the maximum number of Hindi films in a year, 15 for the year 2009, UTV Motion Pictures' slate comprised of hits such as Kaminey and Wake Up Sid. Some of its forthcoming movies are Ken Ghosh's Chance Pe Dance, Paresh Mokashi's

Harishchandrachi Factory which is India's official entry to the 82nd Academy Awards, Tigmanshu Dhulia's Paan Singh Tomar, and many more.

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