

UTV plans the biggest release ever for *Kurbaan*
~ Massive release with over 1700 screens globally ~
~ Huge Marketing burst for maximum visibility ~

Mumbai, 17th November: *Kurbaan*, a Dharma Productions film and a UTV Motion Pictures release directed by Rensil D'Silva, is all set to cast a spell over audiences worldwide. Come 20th November, UTV Motion Pictures will be releasing the film across more than 1700 screens globally. Of these, 1500 screens are in India and the rest, overseas. 1300 physical prints and 800 digital prints will be distributed across the country, making *Kurbaan* the biggest release ever for any Hindi Movie.

UTV Motion Pictures has left no stone unturned for the promotion of the film. Recently, the stars of the film, Kareena Kapoor and Saif Ali Khan, travelled overseas – to UK and Dubai – to promote the film. Producer Karan Johar also joined them in UK to speak to the media about the romantic thriller and share interesting tid bits from the sets. UTV has also roped in various media partners across 15 countries to telecast a special segment called 'Date with Kurbaan', showing Karan Johar interviewing his two stars in a 'Koffee with Karan' format, giving overseas audience a peep into the lives of their favourite stars and the making of the film. The film is being aggressively marketed with an extensive outdoor, TV and print campaign, ensuring maximum visibility.

According to **Siddharth Roy Kapur, CEO, UTV Motion Pictures**, "*Kurbaan* is a film which has a team of winners behind it - an extremely talented and versatile starcast, an incredibly gifted first-time director and of course, Karan Johar. The movie's engrossing and globally relevant premise is sure to enthrall viewers from across the world and it deserves the largest release, not just in India, but also overseas. We have immense faith in the film's concept and its execution and have therefore supported it to the fullest in terms of marketing and distribution."

The movie is scheduled for release across more than 25 countries including India, UK, US, UAE, Australia and others.

Kurbaan is a romance set against the backdrop of global terrorism. Kareena plays Avantika, a teacher from a University in Delhi, who moves base to New York due to a personal emergency. During this period, she meets a Professor - Ehsaan Khan, played by Saif Ali Khan. Love blossoms and they get married. All hell breaks loose when a series of incidents suck Avantika and Ehsaan into a vortex of danger and intrigue.

About UMP Plc:

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. With an aggressive slate of over 15 movies for the year 2009

which comprises of hits such as Kaminey and Wake Up Sid, some of its forthcoming movies are David Dhawan's Hook Ya Crook, Tigmanshu Dhulia's Paan Singh Tomar and many more

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