

**UTV announces the release date for *Harishchandrachi Factory*, India's official entry to the 82<sup>nd</sup> Academy Awards  
~ The much-awaited film scheduled for a 22<sup>nd</sup> January, 2010 release ~**

**2<sup>nd</sup> December, 2009:** After winning the hearts of audiences abroad at various film festivals across the globe, *Harishchandrachi Factory* is set for its All-India release. UTV Motion Pictures has scheduled the release of this much-loved film on 22<sup>nd</sup> January, 2010 across India. *Harishchandrachi Factory* is India's official entry for the 82<sup>nd</sup> Academy Awards and has been co-produced by Paprika Media and Mayasabha Production.

*Harishchandrachi Factory* is Paresch Mokashi's directorial debut and stars extremely talented actors such as Nandu Madhav, Vibhawari Deshpande, Mohit Gokhale, Atharve Karve, Dilip Joglekar, Ketan Karande, Dhiresch Joshi, Sandip Pathak, Vaibhav Mangle, Ganesh Mayekar, Ambarish Deshpande, Pravin Tarde, Mayur Khandge, Gary Richardson and Gary Tanton.

According to **Siddharth Roy Kapur, CEO, UTV Motion Pictures**, "*Harishchandrachi Factory* is a film which has received incredible appreciation from around the world. It is not only a beautifully crafted piece of cinema about the making of India's first feature film, but also depicts in a simple, uncomplicated way how perseverance, hard work and a dash of humour, can make what seems to be the most outlandish ambition and convert it into reality. We are promoting the film aggressively at the Academy Awards, the Golden Globes and the BAFTAs, and we hope to give it the best chance possible to receive the global acclaim it richly deserves. Indian audiences will get to watch the film on January 22<sup>nd</sup> and we are confident its appeal will reach across all audiences irrespective of language."

UTV has mounted an aggressive awards campaign for the film. In addition to the Academy Awards, *Harishchandrachi Factory* is also competing at the Golden Globes and the British Academy (BAFTA) awards. The film has had multiple screenings across the US and UK, where it has been very well received. Indian and International audiences, alike, have engaged tremendously with the simplicity and humour of the film at these screenings. The campaign will be an ongoing one, into January, until the awards are announced.

This is a film about Phalke, now known as the father of Indian cinema, and tells the wonderful story of a man whose passion for movie-making turns his life, and the lives of all those around him, into an amazing adventure (<http://www.harishchandrachifactory.com>)

*Harishchandrachi Factory* is about Dhundiraj Govind Phalke, who finds himself unemployed and struggling to make ends meet, as he abandons a well established printing press after quarrelling with his business partner. One day, while watching a silent Hollywood motion picture with his young son, an idea is born. The mesmerizing moving images take over his imagination and inspire an idea of genius - finding a way to make India's first feature film. Phalke goes to London to learn film making, on the job, and returns to India to establish the craft in his own country, in spite of a lot of persuasion there, to further his work in London itself.

He burns the midnight oil to make his first film, at the risk of even losing his eyesight. But, no one can stop him from fulfilling his heart's desire, with his hardworking wife and two enthusiastic kids by his side. Despite meagre resources, he finds a dedicated cast and crew, who he feels have the passion the film needs. There are many comical situations in the film. In one, Phalke has difficulty finding women to act in his film. He ends up casting men for those roles, and makes them shave their moustaches off. On the sheer strength of his dogged determination, his film, 'Raja Harishchandra', is finally released in 1913. To Phalke's amazement, the audience falls



instantly in love with the movie and is entranced to see a tale so familiar to them, come alive on the screen. What follow, are House-Fulls, multiple shows across cities and many more popular films.

***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. Producing the maximum number of Hindi films in a year, 15 for the year 2009, UTV Motion Pictures' slate comprises 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 82<sup>nd</sup> Academy Awards, David Dhawan's Hook Ya Crook, Tigmanshu Dhulia's Paan Singh Tomar, and many more

**For Further queries please contact:**

Jyotika Ahuja  
UTV Software Communications Ltd.  
[Jyotika.ahuja@utvnet.com](mailto:Jyotika.ahuja@utvnet.com)

M: +91 96191 22379

Esha Kak  
UTV Software Communications Ltd.  
[esha.kak@utvnet.com](mailto:esha.kak@utvnet.com)

M: +91 98199 66211