

UMP Plc set to give **JODHAA AKBAR** the biggest release ever for an Indian film!

Released on Feb 15 across 26 countries and 1500 screens worldwide

Takes active steps to combat film piracy in the overseas market

Mumbai, February 12, 2008: *Jodhaa Akbar*, a co-production between UMP and Ashutosh Gowariker Productions will be the largest ever Indian film release when it opens across **1500 cinemas** screens worldwide on **February 15, 2008**.

Directed by Academy Award nominated director Ashutosh Gowariker, *'Jodhaa Akbar'* portrays the epic romance between Mughal Emperor Akbar and the fiery Rajput princess Jodhaa and stars Aishwarya Rai Bachchan and Hrithik Roshan. It is set to release across 26 countries in the USA, Europe, Asia and the Middle East and will be viewed across 1500 screens worldwide. The Hindi film will be dubbed in to **Telegu, Tamil and subtitled in English, Arabic and Dutch**.



In India alone the film is set to release in more than **1300 screens** of which **500** will be through digital cinemas with a further **825** through physical prints. In the US, the film will be released on close to **122 prints**, the highest ever for an Indian film.

"Jodhaa Akbar is one of the most anticipated movies of the decade and in keeping with the unprecedented anticipation amongst audiences, our distribution strategy will ensure that the film can be viewed by the maximum possible audience in the very week of its release." says **Siddharth Roy Kapur, Director, UMP Plc**.

In Canada, it is the first Hindi film being released simultaneously in six provinces (British Columbia, Ontario, Quebec, Manitoba, Nova Scotia, Alberta). Additionally the film is being released in the Balboa Theatre, San Francisco and Culver Plaza Theatre, Los Angeles - two well-known art-house theatres, and another first for a mainstream Indian film. On Feb 14, there will be a special Citibank-sponsored screenings in New York, Chicago, Houston and San Francisco.

UMP has also taken innovative steps to **combat piracy of the film in North America** and globally. As a part of the process US-based film exhibitors have collectively identified **500 top retail stores** suspected of stocking pirate copied movies. All these retailers have been sent legal warning letters.

The music of **'Jodhaa Akbar'** by AR Rahman will be available on the UMP Music label, launched last month, which has proved a resounding success on the music charts in India since its release.

Jodhaa Akbar- The Story

Set in the sixteenth century, this epic romance begins as a marriage of alliance between two cultures and religions, for political gain, with King Bharmal of Amer giving his daughter's hand to Emperor Akbar. When Akbar accepts the marriage proposal, little does he know that in his efforts to strengthen his relations with the Rajputs, he would in turn be embarking on a new journey- the journey of true love.

*From the battlefield where the young Jalaluddin was crowned, through the conquests that won him the title of Akbar the Great, to winning the love of the beautiful Jodhaa. Jodhaa Akbar traces the impressive graph of the mighty emperor and his romance with his defiant princess. **For more information logo on to www.jodhaaabkar.com***

About UMP Plc

*Established in 1995, as a division within UTV Software Communications, UMP has arrangements with a number of major Hollywood studios including Walt Disney, Fox Searchlight and Will Smith's company Overbrook Entertainment. Listed on ~~at~~ the London AIM market, UMP has played an active role in bringing the studio model to the Indian film industry, where it is able to leverage script development, budget and time management and international distribution. Having become a strong player in Indian and international cinema with the success of movies like **'Rang De Basanti', 'Khosla Ka Ghosla', 'Life in a... Metro', 'The Namesake' & 'I Think I Love My Wife'**. UMP has also distributed movies like Aamir Khan's directorial debut **'Taare Zameen Par'**, **Anees Bazmee's 'Welcome'** in the international markets. It's forthcoming slate includes Ashutosh Gowariker's **'Jodhaa-Akbar'** starring Hritik Roshan & Aishwarya Rai Bachchan, Night Shyamalan's **'The Happening'** Madhur Bhandarkar's **'Fashion'**, Rakeysh Omprakash Mehra's **'Dilli 6'**. UMP is also working with a talent pool of directors that include Vishal Bhardwaj, David Dhawan, Shyam Benegal and Iranian director Majid Majidi amongst others. For more info log onto www.utvmotionpictures.com*

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