

**UTV Motion Pictures unveils slate of 5 films in Tamil & Telugu
Signs up 3 of the biggest superstars of the South Indian film industry Suriya,
Vikram and Mahesh Babu.**

*Next Tamil film 'Poi Solla Poram' a remake of 'Khosla Ka Ghosla' set to release with 54
prints on September 12, 2008.*

Mumbai September xx, 2008: After ruling the box office with films like Jodhaa Abkar (Hindi/Tamil/Telugu Version), Race (Hindi/Tamil/Telugu Version)and Aamir, **UTV Motion Pictures** is all set to create the same magic in the Tamil & Telugu film market, where presently it has a slate of 5 films under production in both the languages. **'Poi Solla Poram' (PSP)** a Tamil co-production with **Four Frames** and presented by **Priyadarshan**, directed by the young gun Vijay Anand (Kireedam Fame) is slated for release on September 12, 2008 with around 54 prints across Tamil Nadu area.. **UTV** is all set to recreate its trademark cinematic experience, as it introduces a whole new genre of films to the South audience with PSP.

"The best and most original stories are told in the South. We plan to collaborate with key talent in the South market and build a slate of graet movies in the next few year" says **Ram Mirchandani Founder & CCO of UTV Rampage Motion Pictures**

The Tamil remake of the critically acclaimed and box office success, acclaimed Hindi laugh riot **'Khosla Ka Ghosla', 'Poi Solla Poram' (PSP)** presented by Priyadarshan's, first co-production with Four Frames. With director Vijay's directorial acumen and Priyadarshan's creative production backing this film, it is one of the most awaited films of this year.

Says Priyadarshan about the film – **"'Poi Solla Porom' is a well scripted and executed film that is sure to stand out in the crowd**

After producing cult films in hindi like *Rang De Basanti, Life in a Metro* & co-producing films like Mahesh Babu's *Athithi* and *Kannamoochi Yennada*, **UTV Motion Pictures** has an impressive line of 4 Tamil & 2 Telugu films under production. UTV has relationships in place with the two big stars Vikram and Suriya from the Tamil industry for its forthcoming films. Suriya would be directed by one of the biggest directors in their next action venture film titled *'Mugammoodi'*. Mysskin, as he likes to be called after the famous Dostoevsky character and director of Tamil hit

'Anjadhe' will direct the king of kollywood in a slick action flick. The film with Vikram is to go on floors in May 2009.

Director Selvaraghavan is also on board to creatively produce an interesting story, potentially starring his charismatic actor brother Dhanush. Then, a first of its kind trilingual venture (Tamil, Telugu, Hindi) titled Lost in Chennai potentially starring the young star of Taare Zameen Par who took the world of cinema by storm – Darsheel Safary.

In Telugu, UTV is proud to be associated again with the superstar of Andhra – Mahesh Babu and ace director Gautham Menon for a film that will start shoot in Jan 2009.

UTV has left no stone unturned when it comes to promotion of its new film *Poi Solla Porum*. It has partnered with www.galatta.com for its online promotion and as media partners it has amalgamated with Out-Of-Home media. Poi Solla Porum falls into big leagued films when its promotions are concerned in spite of its non-inflated budget for the film. UTV has been in co-sponsorship with **Kalinagar TV** during Vinayaka Chaturthi for the promotions of the films.

Not to miss out the star studded premier on 11th September, 2008 at Satyam Cinema organized by Satyam Cinema group.

About PSP:

What happens when a control freak is confronted with land shark ? Rude reality check, a bit of major running around, 'judicious' utilization of muscle-n-word power and lots of family bonding. That is the premise of this comedy caper that also sends a very serious message across on the realities of everyday life and the sometimes unjust system that we live in.