

UTV Motion Pictures PLC
16 August 2007

Two UTV Films Bag the Highest Indian National Honour Rang De Basanti & The Blue Umbrella win the National Award.

Aug 16, 2007: BAFTA nominated Rang De Basanti and The Blue Umbrella, two films from UTV Motion Pictures Plc (AIM: UTVM) ('UTVM' or the 'Company') archive have bagged the National Award, the highest Indian National honour for a film. The former won the Best Popular Film for providing wholesome yet thought-provoking entertainment and the latter, Best Children's Film. These awards, instituted by the Government of India to pay tribute to the best of Indian cinema in terms of execution and content and not just commercial success, bring home once again UTVM's capability to merge commerce with intelligent appealing content.

UTVM believes in reaching out to largest yet most elusive population demographic, the youth, through content that is fresh, edgy and entertaining. The Company believes in being a creative catalyst, with a strong sense of the consumer coupled with creative instincts whilst backing the vision of the Director. This is supported by the core competencies of marketing and distribution, worldwide and in multiple media and platforms.

Released on 10 August 2007, The Blue Umbrella, 'a children's film for adults' Vishal Bhardwaj, the director, calls it, is a heart-warming adaptation of Ruskin Bond's novella. Reminiscent of Iranian films, The Blue Umbrella delicately traces the relationship between an eleven-year old girl and the village miser and questions man's desire for superiority over others.

With Rang De Basanti, a film about disaffected urban youth, UTVM targeted the imaginations of the young across the globe, laying bare their disillusionments and offering a new idiom to frame their realities. It triggered a number of initiatives to effect change in society and showed that UTVM has its fingers on the pulse of the youth market.

Following Rang De Basanti, which grew to be a cult film in 2006 and introduced Indian Cinema to a new grammar, in 2007, UTVM produced another cult film, Life in a...Metro. A multi-layered, multi-narrative story woven around three couples in a metro city whose lives crisscross, Life in a...Metro broke new ground. It came without the mandatory lip-sync songs, was under 2 hours in duration and ran in the international market without a break. With Life in a...Metro Indian cinema moved a few steps closer to appealing to an international audience.

In sync with fare of international appeal is UTV Motion Pictures Plc's business model too. In the 1990s, UTVM entered the Hindi film industry, which has a haphazard working style. It successfully initiated a major drive towards corporatization ushering in the Studio Model and placed a high premium on script development, budget and time management and international distribution.

Results have started showing. Story lines are getting tighter, drama more realistic and audiences are sitting up. No wonder, UTVM is in the forefront of the 'Indian new wave'.

CONTACTS

UTV Motion Pictures Plc +91 22 2495 2513 Siddharth Kapur - Chief Operating Officer

Grant Thornton - Nominated Adviser +44(0)20 7 383 5100 Fiona Owen

About UTV Motion Pictures plc

Having become a strong player in Indian & International cinema with the success of movies like Rang De Basanti, Khosla Ka Ghosla, Metro, The Namesake & I Think I Love My Wife, along with international tie-ups such as a two movie deal with Will Smith's company & Night Shyamalan's The Happening, the Company announced its second motion picture brand SPOTBOY in May 2007, to coincide with the Company entering new markets within India and developing internationally. SPOTBOY will take over some existing projects but will largely develop its own fresh content. This would provide the Company with range and flexibility at the same time help bring diverse projects within the same studio through different brands. Further information about the Company is available at www.utvmotionpictures.com