



UTV Motion Pictures gets fashionable this Diwali!

Fashion ready to unveil on 29th October across 700 screens worldwide.

16th October, 2008: Unprecedented in scale and style, 'Fashion' breaks new ground in movie-distribution and marketing making it a dazzling motion picture experience this Diwali. After having a dream run at the B.O with AAMR, Mumbai Meri Jaan, A Wednesday and Welcome to Sajjanpur, UTV Motion Pictures' forthcoming extravaganza with Madhur Bhandarkar is anticipated to release with over 630 screens in India and another 120 screens in 16 countries across the globe.

Continuing its triumphant run in the international markets with hits like - Jodhaa Akbar, Race, Jaane Tu Ya Jaane Na, Kismet Konnection and A Wednesday, UTV rolls out 'Fashion' this Diwali on October 24th with a special screening at South Asian International Film Festival in New York. This will be followed by an exclusive promotion held by The Citibank NRI division inviting their distinguished clients for select 'Fashion' screenings on October 29th across 6 US cities - New York, New Jersey, Houston, Dallas, San Francisco and Chicago.

Dubai is hosting the 'Fashion Red Carpet Premiere' on 29th October, in association with Star TV Middle East. With the cast and crew expected to show up in full splendor, the exclusive affair will enjoy aggressive promotions on Star channels in the Middle East.

Australia and New Zealand will be host to the 'Fashion Nights' contest across 5 cities – Sydney, Melbourne, Perth, Brisbane and Auckland; wherein the winners, crowned as Ms. 'Fashion Australia', will be rewarded with certificates attested by director Madhur Bhandarkar and Priyanka Chopra.

'Fashion' will be released in the US and the Middle East on the 30th October, with the other international markets following on 31st October.

Back in India, the movie has already been in news for an unparalleled ensemble of brand associations it has attracted ranging from clothing and, electronics to FMCG and telecom. The brands are an integral part of 'Fashion's in – film placements and the associated marketing campaign of the movie. The brand placements in the film include clothing brand Kimaya, laptop brand Lenovo, Reebok and shampoo brand Sunsilk. In fact the three leading



ladies from the movie – Priyanka Chopra, Kangana Ranaut and Mugdha Godse are all set to walk the ramp on October 20th for the Sunsilk Fashion Week in Mumbai. Mobile retail store RPG Cellucom, which promotes stylish electronic gadgets like Mobiles and Laptops has also been roped in for a campaign promoting the concept of ‘Mobility is Fashionable’. Electronics brand LG has joined the ‘brandwagon’ for an associative marketing campaign as well.

Fashion theme parties coined as “Fashion nights” will be held in Mumbai, Delhi, Pune and Bangalore along with partner brands. With the assessment of co-promotions and in-film branding being pegged at close to Rs. 9 crores, UTV Motion Pictures is leaving no stone unturned to ensure that ‘Fashion’ is mounted as the biggest release this Diwali

About UMP Plc

Established in 1995, as a division within UTV Software Communications, UMP Plc has arrangements with a number of major Hollywood studio including Walt Disney, Fox Searchlight and, Will Smith's company Overbrook Entertainment. Listed on at the London AIM market, UMP Plc 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', 'TheNamesake' & 'I Think I Love My Wife'. UMP Plc has also distributed movies like Aamir Khan's directorial debut 'Taare Zameen Par', Anees Bazmee's 'Welcome' in the international markets and co-produced movies like Ashutosh Gowariker's 'Jodhaa-Akbar', which is the biggest blockbuster of 2008. Its list of forthcoming slate includes Abbas Mustan's 'Race' along with M. Night Shyamalan's 'The Happening' Madhur Bhandarkar's 'Fashion', Rakeysh Omprakash Mehra's 'Dilli 6'. UMP Plc 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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