



## UTV Motion Pictures scores a Goal even before the match begins!

- *Recovers close to Rs. 16 crores cost of production before theatrical release*
- *Satellite rights, music rights, in-film advertising, home video and territory pre-sales ensure that Company breaks even before theatrical release*

**Mumbai November 20:** UTV Motion Pictures has scored a Goal with its latest release – even before it kicks off in theatres!

UTV Motion Pictures **DHAN DHANA DHAN GOAL** in association with **Bindass**, produced at a cost of close to **Rs. 16 crores**, starring John Abraham, Bipasha Basu, Arshad Warsi and Boman Irani, has recovered its cost of production before its worldwide theatrical release on **November 23rd**.



Syndication of satellite, music rights, territory pre-sales, home video, in-film advertising with brands like **Reebok**, **Western Union**, **Gillette** all of these have contributed to the cop recovery even before the film release. This is aside from the incredible media and promotional support offered by these brands.

**Reebok**, which sponsored the clothing line in the film, will retail the *Goal* range across 535 outlets in India. There will also be co-branded window-displays in Reebok showrooms promoting the *Goal* collection, which includes apparel and accessories related to football that figure in the movie.

The Company has also licensed the gaming rights for the film to **Indiagames**, which has tied up with FIFA to launch the **Goal-FIFA** challenge on the Games-On-demand platform.



The star cast of the film has gone all out to promote it, featuring on leading reality talent shows like Nach Baliye, Jhalak Dikhla Jaa and Voice of India, and gracing premieres in Dubai and Mumbai, with a London promotional visit thrown in too.

**ESPN Star Sports** will integrate the catch-line of *Goal – Duniya Goal Hai* – to promote English Premier League matches to be telecast on ESPN in the month of November. John Abraham and Bipasha Basu will promote the line on ESPN Star Sports through channel ID'S all through November when the channel will run a contest to select 5 winners who get to watch an English Premier League match in the UK.

Closer home, UTV has tied up with **Zee Sports** to organize the *Goal Bus Tour* in Delhi. The entire *Goal* team comprising the lead actors and other players of Southall Team have visited malls, schools and colleges in Delhi and interacted with their fans.

For more on the film please log on to <http://www.goalthefilm.net>

**About UTV Motion Pictures**

*Established in 1995, as a division within UTV, UTV Motion Pictures has arrangements with Hollywood majors –Walt Disney, Fox Searchlight, Will Smith’s company Overbrook Entertainment. Listed at the AIM London Stock Exchange UTV Motion Pictures 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 & International cinema with the success of movies like **Rang De Basanti, Khosla Ka Ghosla, Metro, The Namesake & I Think I Love My Wife**. It’s forthcoming slate includes Ashutosh Gowariker’s **‘Jodhaa-Akbar’** starring Hritik Rosan & Aishwarya Rai, Aamir Khan’s directorial debut **‘Tara Zameen par’**, Night Shyamalan’s **‘The Happening’**, Anees Bazmee’s **‘Welcome’** amongst others. UTV Motion Pictures is working with a talent pool of directors that include Rakesyb Omprakash Mehra, Vishal Bhardwaj, David Dhavan, Madhur Bhandkar. For more info log onto [www.utvmotionpictures.com](http://www.utvmotionpictures.com)*

**For Further Press Information please contact:**

<p><b>Preeti Puri Sharma</b> Head Corporate Communications &amp; PR UTV 9820518218</p>	<p><b>Kesha Mehta</b> Corporate Communications &amp; PR UTV 9819837574</p>
--	--

\*\*\*\*\*