



## UTV Motion Pictures goes overseas for *What's Your Raashee?* and *Wake Up Sid*

~ Signs an exclusive deal with 'STAR Middle East' as the media partner for the films ~

**22<sup>nd</sup> September, Mumbai:** UTV Motion Pictures has signed an exclusive deal with STAR Middle East as its media partner, for two of its upcoming movies – *What's Your Raashee?* and *Wake Up Sid*.

As a part of the deal, STAR Middle East will telecast the making of *What's Your Raashee?*, directed by Ashutosh Gowariker, during the pre-release weekend exclusively on STAR Plus and STAR One. The film is scheduled for a 25<sup>th</sup> September release. There will also be a special contest hosted for *What's Your Raashee?*, where a costume worn by Priyanka Chopra in the film will be given as the prize to the winner.

For Karan Johar's *Wake Up Sid* scheduled for a 2<sup>nd</sup> October release, STAR Middle East will play a special episode called 'Date With Sid' in a 'Koffee with Karan' format. This will be telecast during the pre-release weekend on STAR Plus and STAR One, exclusively. The making of *Wake Up Sid* will be telecast exclusively on these two channels, during the weekend of release. There will also be a special contest for the movie where a costume worn by Ranbir Kapoor in the film will be up for grabs.

The telecast of all the above content will be promoted extensively on the STAR Middle East channels.

**Amrita Pandey, VP – International Distribution & Syndication** said, "UTV's constant endeavor has been to reach out to as many film buffs across the world as possible and provide maximum access to them. *What's Your Raashee?* and *Wake Up Sid* are two of the most eagerly awaited films this year by extremely talented directors. We are proud to have entered into an exclusive deal with STAR Middle East to give our fans there, a sneak peak into these much – awaited films and a chance to win the costumes worn by their favorite stars."

*What's Your Raashee?* is based on a Gujrati novel 'Kimball Ravenswood' by Shri Madhu Rye, and is a story revolving around a young Gujarati man in pursuit of his dream girl, with the catch to find her within 10 days in order to save his family from an unforeseen ordeal, leading to an array of confusion, chaos and a hilarious joy ride.

*Wake Up Sid* is the story of a lazy, unmotivated slacker from Mumbai whose life undergoes a series of changes after taking his final year college exams. Sid's world is breezy, carefree, and without any true responsibilities. The most important elements in his life are his friends, his camera, and his X-Box 360.

### About UMP Plc:

Established in 1995, as a division within UTV Software Communications, UMP Plc 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 Plc has played an active role in pioneering the studio model to the Indian film



industry, where it is able to leverage script development, budget and time management and international distribution.

UMP Plc has emerged as a strong player in Indian and International cinema with the success of movies like 'Rang De Basanti', 'Khosla Ka Ghosla', 'The Namesake' 'Jodhaa Akbar', 'A Wednesday' & 'I Think I Love My Wife'. UMP Plc has co-produced movies like Ashutosh Gowariker's 'Jodhaa-Akbar', which is the biggest blockbuster of 2008 and M. Night Shyamalan's 'The Happening' which is amongst the top grosser in Hollywood. UMP Plc has also distributed movies like Aamir Khan's directorial debut 'Taare Zameen Par, & his production Khan's Jane Tu Ya Jane Na in the international markets. With an aggressive slate of over 15 movies for the year 2009 some of its forthcoming David Dhavan's Hook Ya Crook, Vishal Bhardwaj's Kaminey, Ashutosh Gowariker's Whats Your Raashee, Tigmanshu Dhulia's Pan Singh Tomar and many more

For more info log onto [www.utvmotionpictures.com](http://www.utvmotionpictures.com)

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**For Further queries please contact:**

Esha Kak  
Assistant Manager – Corporate Communications  
UTV  
# +919819966211

Padma Rao  
Executive – Corporate Communications  
UTV  
# 9833180409