



‘What’s Your Raashee?’ dazzles at the Toronto Film Festival

~ Fans throng to catch a glimpse of their favourite stars at the premiere ~

Mumbai, 21st September, 2009: UTV and Ashutosh Gowariker’s forthcoming romantic comedy “What’s Your Raashee?” mesmerizes audiences at its World Premier at the Toronto Film Festival, on 19th September. Spreading the Indian flavor, the stars of the movie, Harman Baweja and Priyanka Chopra, along with Director Ashutosh Gowariker and Producers Ronnie Screwvala and Sunita A. Gowariker, graced the premiere held at the Roy Thompson Hall. Fans geared with cameras, who had thronged the venue to catch a live glimpse of their favourite stars, went into a clicking frenzy.

The stars of the movie struck a chord with the International audience who were completely in love with the movie, an indication that the movie is all set to be appreciated worldwide. It has received tremendous appreciation, even before its release, owing to Priyanka Chopra’s 12 different looks in the film!

Commenting on this overwhelming response, Siddharth Roy Kapur, CEO, UTV Motion Pictures said, “**What’s your Raashee?** has indeed made us proud with the stupendous response it has received at the Toronto Film Festival. Being one of the most anticipated films of the year, we are looking forward to an equally exciting response worldwide, after its success at Toronto.”

According to Ashutosh Gowariker, director of the film “I feel especially privileged and honoured to be at the same festival twice- in this case, the Toronto Film Festival! I was here with Lagaan in 2001. This time around what is special is that WHATS YOUR RAASHEE? is premiering at TIFF. So I am looking forward to the premier where an audience close to 2000 is going to view the film. I hope the film brings smiles to their faces”.

Harman Baweja added, “ Ever since my film school days at UCLA, I’ve always been a keen follower of TIFF and now to be here as an actor and have my film premiering here, is a really big high, add to that the warm reception from the locals here and organizers alike is only making the experience a memorable one”.

“It’s been a dream so far. Everyone has been so encouraging and appreciative of the film and our work. There is such a positive buzz here in Toronto and the people have just been so amazing, adding to our excitement of being here. Now we’re all anxious to get back and finally showcase the film to the audience back home”, added Priyanka Chopra.

‘What’s Your Raashee?’ is based on a Gujarati 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, which leads to an array of confusion, chaos and a hilarious joy ride.

The film is presented by UTV Motion Pictures and Ashutosh Gowariker Productions and to be jointly produced by Ronnie Screwvala and Sunita A.Gowariker. Other credits include lyrics by Javed Akhtar, music by Sohail Sen, screenplay by Naushil Mehta & Ashutosh Gowariker, dialogues by Naushil Mehta, costume designs by Neeta Lulla, Art direction by Nitin Desai and director of photography is Piyush Shah.

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

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