



UTV signs multiple deals with Middle East Channels
~ Award winning films like Jodhaa Akbar, Fashion, Kaminey, Oye Lucky! Lucky Oye!
and more to be showcased ~

15th April, 2010: UTV is all set to entertain Middle East film enthusiasts with movies like *Jodhaa Akbar, Fashion, Kaminey, Oye Lucky! Lucky Oye! Race and Kismat Konnection* with multiple movies deal across some of Middle East's favorite channels. A selection of their recent films will be aired on MBC - free to air satellite TV, on Infinity TV, Kuwait TV and on Abu Dhabi TV.

While *Jodhaa Akbar* was the first Hindi film to be dubbed in Arabic to air in the Middle East on MBC, since then UTV has successfully created a strong demand for Arabic dubbed content. MBC will telecast *Chance Pe Dance, What's Your Raashee, Wake Up Sid* and *Main Aurr Mrs Khanna* over the next few months and Infinity TV, Abu Dhabi TV and Kuwait TV that are Free to Air Channels in the Middle East will see *Fashion, Oye Lucky, Jodhaa Akbar, Race and Kismat Konnection* amongst others.

MBC is the leading free-to-air, pan-Arab, news and entertainment channel in the Middle East. Satellite transmission for MBC first started from London in September 1991, making MBC the first-ever, independent Arabic satellite TV station and a market leader, delivering news and quality, family entertainment programming to more than 130 million Arabic speaking people around the world.

Abu Dhabi TV is an Arabic television station owned and is managed by the United Arab Emirates' largest media group, Abu Dhabi Media Company.

Infinity TV is a Free to Air Satellite channel launched October 2004, Infinity TV offers entertaining and educational programs that appeal to members of the whole family. Infinity broadcasts movies, musicals, sitcoms, children shows.

Commenting on the deal, Amrita Pandey, VP International Distribution & Syndication said, "We're happy with our continued association with MBC on our content since 2 years. We look forward to our movies airing channels like Abu Dhabi TV, Infinity TV and Kuwait TV that widen our audience in Middle East and North Africa Region."

About UTV Motion Pictures

Established in 1995, UTV Motion Pictures has played an active role in pioneering the studio model in the Indian film industry, where it is able to leverage script development, budget and time management and international distribution.

UTV Motion Pictures has emerged as a strong player in Indian and International cinema with the success of movies like BAFTA nominated *Rang De Basanti, Khosla Ka Ghosla, The Namesake, A Wednesday!* UTV has co-produced movies like Ashutosh Gowariker's *Jodhaa-Akbar*, which was the biggest blockbuster of 2008 and M. Night Shyamalan's *The Happening* which is amongst the top grossers in Hollywood. UTV has also distributed movies like Aamir Khan's directorial debut *Taare Zameen Par* & his production *Jaane Tu Ya Jaane Na* in the international markets. Following an successful line up of films in the year 2009 which comprised of blockbusters like *Dev. D,*



Kaminey and *Wake Up Sid* UTV has an equally aggressive slate of movies for 2010 like Prakash Jha's *Raajneeti*, Sanjay Leela Bansali's *Guzaarish*, Farah Khan's *Tees Maar Khan*, and many more.

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