



THE ALL NEW UTV MOVIES IS HERE

-The world television premiere of Disney's *Jagga Jasoos* will air on the channel on 30th September-

Mumbai, 18th September 2017: With its robust library of feature films, UTV Movies has become the leading source of Bollywood entertainment for the audience to sit back and enjoy within the comfort of their homes. It's the unforgettable and iconic storytelling that has struck a unique chord between the channel and Hindi film viewing audience. The UTV Movies brand holds a unique standing in the market and in the minds of the audience as it not only shares its name with the iconic studio brand UTV Motion Pictures, but also leverages the powerful content by the studio.

Now, UTV Movies gets a new look – a contemporary re-imagination of the logo in iconic RedGreenBlue colours to bring alive the legacy that the brand stands for through an exciting line up this festival season under the umbrella - Jashn Kahaniyon Ka.

Furthermore, to enhance its current position, UTV Movies has acquired a new list of titles from UTV Studios which has brought great and iconic stories to millions of people around the world.

As a pre-cursor to the new phase, the channel will run a UTV Movies festival from September 18th, airing a new UTV title at 5 pm every day, between Monday and Friday. The movies lined-up for the festival are the iconic titles like *Rang De Basanti*, *Barfi*, *Fashion*, *ABCD*, *Race* and path-breaking movies like *Kaminey*, *A Wednesday*, *Khosla Ka Ghosla*, *Aamir*, *Kai Po Che* and many more.

The UTV Movies festival's highlight will be the World Television Premiere of this year's highly-acclaimed Disney's *Jagga Jasoos*, starring Ranbir Kapoor and Katrina Kaif and directed by Anurag Basu, on September 30.

This campaign will be further be celebrated with a massive marketing push both on-air and off-air. The two week campaign will include a TVC run of 6000 spots across 28 channels (Music, Mews, Regional GECs) reaching out to over 200 MN+ viewers. The outdoor campaign is planned across Mumbai and Delhi with 450+ hoardings for 10 days which commenced on 17th September. The print campaign will be run across 13 states reaching out to 57 MN readers.

Get ready to celebrate exceptional stories with unlimited entertainment as UTV Movies promises Jashn Kahaniyon Ka.

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