



## UTV to release SHOLAY - the Biggest Blockbuster of All-Time - in 3D!

7<sup>th</sup> November 2013- UTV Motion Pictures today announced that it would be releasing one of the biggest blockbusters of all-time – SHOLAY - in 3D. It's been 38 years since SHOLAY first took the country by storm, and the 3D version of the classic is scheduled to do the same on 3rd Jan 2014.

The indomitable writer-duo Salim and Javed unveiled the 3D trailer and were overwhelmed by the stupendous response. Maya Digital Studios worked on the 2D to 3D conversion of the film providing an entirely new viewing experience to audiences.

“SHOLAY has been a favourite with cine goers over generations and we look forward to bringing back this everlasting classic to its fans in an all new format, which gives them another chance to relive the masterpiece on the silver screen. We are honored to be associated with the film and are confident that SHOLAY in 3D will make us fall in love with the film all over again”, said Gaurav Verma, Director – India Theatrical Distribution, Studios, Disney UTV.

“SHOLAY is my love. I started my career in 1989. At that time there used to be lines of people wanting to buy the video cassette of Sholay. When the film released in 1975 there were lines outside the theatres to buy tickets. It ran for over 5 years house full. I have been licensing various rights of SHOLAY from 1995 till date and I'll never forget what the film has given me” added Jayantilal Gada, Chairman, Pen India Pvt. Ltd., who is presenting the film.

“I am very grateful to the unmatched creative and technical team that was involved in making the original film, which has given me the opportunity to be a part of making history again. This is the first time in the world a 38 year old film has been upgraded, converted into 3D and the sound remixed in Dolby Atmos. A special thanks to everyone that has made this possible. I am honoured to be a part of being able to give back what people regard as the one of the greatest films in history, now with the best that technology has to offer”, said Shaan Utamsingh, Producer G.P. Sippy's grandson and a partner in Sholay Media & Entertainment.

### Disney UTV Studios

Bringing together the best of both worlds, The Walt Disney Studios and UTV Motion Pictures have formed one of the leading film studios in India. The studio's activities span across creative development, production, marketing, distribution, licensing, merchandising and syndication of films in India and worldwide.

UTV Motion Pictures as a dominant player in the Indian film industry has been in the forefront of bringing Indian films to a global audience and the last decade in Indian cinema has seen UTV delivering some of the most iconic films including Swades, Rang De Basanti, Jodhaa Akbar, A Wednesday, Dev D, Khosla Ka Ghosla, The Namesake, Life in a Metro, Oye Lucky! Lucky Oye!, Fashion, Kaminey, No One Killed Jessica, Raajneeti, Udaan, Peepli Live, Delhi Belly, Ek Main Aur Ekk Tu, Paan Singh Tomar, Rowdy Rathore, Barfi!, Heroine, Race 2, AnyBody Can Dance (ABCD), Kai Po Che!, Yeh Jawaani Hai Deewani and more recently Ship of Theseus, Chennai Express, Satyagraha and The Lunchbox.

The studio has to its credit 4 films in the last 7 years to have been selected to represent India at the Academy awards; Rang De Basanti (2006), Harishchandrachi Factory (2009), Peepli Live (2010) and Barfi! (2012). In 2011, UTV also became one of the few studios to successfully venture into South Indian cinema with *Deiva Thirumagal* and *Muran*, and has had a successful run so far with *Vettai*, *Masala Café*, *Mugamoodi*, *Thaandavam*, *Settai* and *Theeya Velai Seiyyanum Kumaru* in Tamil, and *Grandmaster and Husbands in Goa* in Malayalam. UTV has a library of over 80 films including Hindi, Regional, Animation and International Productions, which have been showcased in over 50 festivals across 28 countries, receiving almost 350 awards in the last 7 years.

The Walt Disney Studios has seen unprecedented box office success in India in 2012 with MARVEL's *The Avengers* which was distributed and marketed in India by UTV Motion Pictures. The film emerged as the 4th highest grosser of all-time amongst Hollywood films in India. *Iron Man 3* released in 2013 is by far the highest Hollywood grosser this year. Prior to this, *Cars 2* and *Pirates of the Caribbean 4* released in 2011 and were the biggest animation and live action titles of all time for Disney in the country. In 2010, *Prince of Persia* became the highest grossing western film in India that year. Earlier, Disney released its first live action Hindi feature *Do Dooni Chaar* in 2010 and subsequently after the success of the film, released *Anaganaga-O-Dheerudu*, a Telugu feature targeted at the southern audiences and second Hindi live-action film *Zokkomon*.



Coming up is an inimitable slate with films like P.K., Shatir in Hindi, Sigaram Thodu, Ivan Vera Madhiri, and Purambokku in Tamil, Thor: The Dark World and Saving Mr. Banks in English and many more.

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