



HEROINE unveiled at Cannes

~ Aishwarya Rai Bachchan, Madhur Bhandarkar and Ronnie Screwvala come together to announce the much awaited film~

Cannes, 13th May 2011: Cannes 2011 saw yet another splash of glamour with Aishwarya Rai Bachchan, Madhur Bhandarkar and Ronnie Screwvala coming together to announce their upcoming movie HEROINE. The trio was seen together for the first time to announce their association for the bold and glamorous saga, with the unveiling of the first look of the film at the prestigious film festival.

Directed by Madhur Bhandarkar and produced by UTV Motion Pictures, HEROINE will star Aishwarya Rai Bachchan essaying the role of a superstar. The film is scheduled to go on the floors in June this year.

About the Film:

After his incredible run of women-centric films from Chandni Bar, Page 3, Satta and Corporate to the blockbuster Fashion, produced by UTV, Madhur Bhandarkar now turns his lens inward and presents his most ambitious work yet - HEROINE. The film is based on the life and times of a superstar heroine from the dream factory we call 'Bollywood'. The film is an entertaining, daring, emotional, shocking, glamorous, scandalous behind the scenes account of the reality behind the world of glitz and glamour that our film stars inhabit. For a country obsessed with films and film stars, HEROINE will take audiences on a voyeuristic journey to see what really goes on behind the closed doors of make up rooms and vanity vans. It will give them a chance to go beyond the gorgeous smiles and politically correct quotes, to see what really happens in the lives of India's sweethearts - The sniping & the politics, the secrets & the lies, the incredible highs of fame & the lonely depths of failure. This is the film Bhandarkar has been subconsciously preparing for ever since he joined the industry and one which he considers his magnum opus.

Talking about the film and her association with Madhur and UTV, **Aishwarya Rai Bachchan** said, "Heroine is a film that the team was very excited about and yes I have just agreed to come on board. Madhur has been speaking to me for many years to collaborate together on a film and I am glad we are finally working together on HEROINE. He is the director of multiple award winning films in India and hence, as an actor I'm certainly looking forward to this experience. UTV and I have worked before on special work of cinema; Jodhaa Akbar and Guzaarish, both of which have achieved incredible acclaim, appreciation and awards for us (and many best actress awards for me). This new venture certainly looks like a strong creative synergy and I look forward to this new journey in film".

On this occasion, **Indian National Award winning director, Madhur Bhandarkar** said, "I feel delighted to announce Heroine, my next project, at Cannes - one of the most prestigious global platforms. Unveiling the first look here is certain to be an auspicious start to the movie which goes into production mid this year. HEROINE is an extremely glamorous yet bold story of the internal journey of a star, which is sure to appeal to audiences across the globe and therefore Aishwarya was a perfect choice for the film - no one could have essayed the role better. I'm also glad that Bhandarkar Entertainment and UTV are working together again.

This is our second film together and we share the same vision which makes the entire process of filmmaking very smooth.”

At the unveiling of HEROINE at Cannes, **Ronnie Screwvala, CEO, UTV** said "UTV and Madhur's combination in Fashion combined the right blend of reality, something that Madhur excels in, with glamour, and it was mounted on a large canvas. With HEROINE we take it to the next level and when you see the movie finally you will know it was written only with someone as talented and expressive and stunning as Aishwarya in mind."

About UTV Motion Pictures:

The Motion Pictures division of UTV, established in 2004, pioneered the integrated studio model in the Indian film industry and has today emerged as the leading studio in South Asia. The activities of the studio span across creative development, production, marketing, distribution, licensing, merchandising and syndication of films worldwide. UTV has a library of over 50 films including Hindi, Regional, Animation and International Productions. 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!*, *Kaminey* and more recently *Raajneeti*, *Udaan* and *Peepli [Live]*. Over the years, UTV has worked with some of the most eminent talent in the industry like Aamir Khan, Karan Johar, Mira Nair, M. Night Shyamalan, Ashutosh Gowariker, Prakash Jha, Sanjay Leela Bhansali, Farah Khan, Vishal Bhardwaj, Anurag Kashyap, Madhur Bhandarkar, Anurag Basu and Shyam Benegal, while backing new talent like Neeraj Pandey, Raj Kumar Gupta, Nishikant Kamat, Dibakar Banerjee, Vikramaditya Motwane, Amit Trivedi and many others.

UTV opened the year 2011 on a strong note with the breakout hit *No One Killed Jessica* and critically acclaimed *Dhobi Ghat* and has an impressive slate of movies lined up for the rest of the year with *Chillar Party*, *Arjun*, *Delhi Belly*, *My Friend Pinto*, *Barfee*, *Short Term Shaadi* and many more.

ABOUT UTV SOFTWARE COMMUNICATIONS LTD: UTV is the No.1 media and entertainment brand in South Asia today reaching out to over 247 million consumers. This leading global media conglomerate in:

Motion Pictures: Have built the no. 1 movie studio in the country in just 5 years; pioneered the integrated studio model in India with creative, production, marketing, distribution and syndication all under one banner.

Television: Are the No. 1 TV producer with the largest number of shows on air and in production with reach across 20 countries in 7 languages across 27 channels. It has also emerged as the fastest growing broadcasting network in India, which in 3 years is among the top 5 networks of the country. Has powered India's No.1 youth brand – Bindass.

Interactive: Is the only Indian Company to enjoy global presence in the Games space with studios across London, Tokyo, Beijing, Austin and Mumbai making it one of the largest gaming entities from South Asia. The group is providing personalized entertainment on the mobile and web across the country and gearing up with content to leverage the 3G – 4G space.

UTV is listed on India's premier stock exchanges, The National Stock Exchange (NSE) & The Bombay Stock Exchange (BSE) and The Walt Disney Company holds a strategic stake in the company.