

Shemaroo stirs up Nationalistic and Patriotic emotions with Vande Mataram – song compilation DVD & VCD



15 January 2010, Mumbai: With Republic Day around the corner, spare a moment to think about the positive aspects of our motherland and acknowledge its superiority in several respects. **Shemaroo Entertainment** pays a befitting tribute to India with '**Vande Mataram**' song compilation DVD & VCD.

The songs in Vande Mataram have been carefully selected with lot of thought and effort. They represent the six decades of a Republic India, with a nationalistic perspective of people belonging to different strata of the Indian society.

We have a rustic Dilip Kumar singing 'Yeh Desh Hai Veer Jawanon Ka' from 'Naya Daur' or the fiery enthusiasm of college students from 'Talaq'; the ever popular patriotic 'Apni Azaadi Ko Hum' from 'Leader'; 'Mere Desh Premiyon' from 'Desh Premee'; 'Aye Mere Pyare Watan' from 'Kabuliwala' and 'Har Karam Apna Kareng' from 'Karma' among others. All these tracks occupy their pride of place in this exclusive volume.

Apart from this, a simple villagers point of view finds representation in the evergreen 'Jis Desh Mein Ganga Behti Hai'; while a salute to the guardians of our frontiers appear in the form of 'Dekho Veer Jawanon Apne' from 'Aakraman'.

Today Indians are settled in every nook and corner of the world and wherever they are; their roots are strong enough to bind them to the ethos and culture of their motherland. The patriotic feelings and desires of the increasing number of NRI's (Non-Resident Indians), towards their motherland find expression in the song 'I Love My India' from 'Pardes'. Also the track 'O Yaaron Maaf Karna' from 'Aa Ab Laut Chalen' is a tribute to the unity in diversity of Indians.

Besides the above mentioned tracks, there are other hit songs like 'Bharat Humko Jaan Se Pyara Hai' from 'Roja'; 'Punjabi Gayenge Marathi Gayenge' from 'Aakraman' and 'Garjo Jai Jai Kar' from 'Ek Krantiveer-Vasudev Balwant Phadke' which truly take the feeling of patriotism to an altogether different level.

In addition, this compilation has also got some amazing moments with the song 'Meri Aawaz Suno' from 'Naunihal', where the real footage of Nehru's funeral procession has been used and the film 'Pukar', which has a rare screen appearance by Lata Mangeshkar singing 'Ek Tu Hi Bharosa'.

It is certain that, this unique representation of songs in Vande Mataram are bound to evoke among audiences emotional, nationalistic and patriotic feelings.

Undoubtedly a must buy song compilation title; Vande Mataram DVDs and VCDs are economically priced at Rs. 99/- MRP and Rs. 45/- MRP respectively.

About Shemaroo Entertainment

Shemaroo Entertainment Pvt. Ltd. is an integrated **Film Production, Post Production, Distribution** and **Animation** player. With an excellent library of Hindi films, it has penetrated into the television content syndication scene. It also has state-of-the-art studio facilities and has



successfully leveraged emerging technologies like the Broadband, Internet, IPTV and Mobile among others.

The **Home Video** catalogue includes more than 1000 titles, several mega-hit films and some of the best names in the industry like Raj Kapoor (RK Films), Subhash Ghai, Bimal Roy, B.R. Chopra, Hrishikesh Mukherji and Dev Anand among others. Whether it is - *Romance, Comedy, Drama, Suspense* or *Classics* - we have the best in every genre. We also have a full-fledged anti-piracy team that spearheads raids and enforces the laws against piracy.

Apart from this, Shemaroo has taken classic Bollywood Films across the seas and around the globe to Hindi Film fans all over the world. Shemaroo is also a joint venture partner with Sony Pictures, USA, for Sony Entertainment Television.

Shemaroo's **A&R [Artiste & Repertoire]** Division churns out audio-video musical albums. These songs are beautifully compiled on VCDs & DVDs, including premium packs. Over years this song compilation catalogue has grown richer with nostalgic and current tracks based on singers, legends, artistes and themes among others.

Shemaroo's **Foreign Films** Business has some excellent international titles to its credit including major award winners. Some films for which we have the rights are 'World's Fastest Indian'; 'Beyond the Sea'; 'The Graduate'; 'Ran' and 'Samsara' among many others.

Shemaroo has **Alternative Content** in genres ranging through edutainment films for children, television content, sports and animation among others.

Shemaroo has also made a foray into film-making with its **Films Division**. The critically acclaimed award-winning '**Omkara**' – presented by Shemaroo Entertainment - was a massive success and '**Manorama Six Feet Under**' of Shemaroo's stable too won many accolades.

Shemaroo Animation is creating animation content for Indian as well as International markets, with an Indian flavoured narrative with animated films like '**Bal Ganesh**' and '**Ghatothkach – Master of Magic**'. This year, Bal Ganesh bagged the prestigious **Lil' Star Awards** in the categories of '**Best Animation Film**' and '**Best Animated Character**', presented by Red Chillies Entertainment.

We promise to continue providing wholesome entertainment and quality content to audiences all over the world!

For further information, please visit www.shemaroo.com OR Contact

Sunita Nair – PR & Corporate Communications

Shemaroo Entertainment Pvt. Ltd.

Tel: (91 - 22) 4031 9911

Email: sunita@shemaroo.com