



Press Release

Shemaroo acquires worldwide Digital and Home Video Rights of 'The Dirty Picture'

06 Jan'12, Mumbai: Shemaroo Entertainment Ltd, a leading content provider and aggregator in the Indian Digital space recently acquired the **Digital and Home Video rights** for the super hit movie **'The Dirty Picture'**, produced by **Balaji Motion Pictures**.

Critically acclaimed movie – 'The Dirty Picture', released last month, turns out to be the block bluster film of the year! The hot and sizzling Vidya Balan of Ishqiya continues to dazzle the audiences with her excellent performance. Her item numbers like 'Ooh la la..' and 'Nakka mukka..' are among the chartbusters of our country today.

Shemaroo plans to release 'The Dirty Picture' on Home Video soon. The Company will also leverage its strong presence in Digital Space to distribute the movie on various digital platforms like **Internet, IPTV and Mobile** worldwide. In last few months, the company has also distributed several new films like Dil Toh Bachha Hai ji, Aakrosh and Bheja Fry 2 among others on digital platforms.

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Disclaimer

"Shemaroo Entertainment Limited, ("**Company**"), is proposing, subject to market conditions and other considerations, a public issue of its securities and has filed a draft red herring prospectus, ("**DRHP**"), with the Securities and Exchange Board of India, ("**SEBI**"). The DRHP is available on the website of SEBI at www.sebi.gov.in and the respective websites of the Book Running Lead Managers to the Issue at www.yesbank.in and www.icicisecurities.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section entitled "Risk Factors" of the DRHP."