



## Press Release

### **Shemaroo Entertainment Unveils the DVDs of the blockbuster movie -‘The Dirty Picture’ at Reliance Digital, Andheri (w)**

**Mumbai, January 30<sup>th</sup>, 2012: Shemaroo Entertainment**, one of the leading content houses and **Reliance Digital** together launches the much awaited super hit movie on Home Video – ‘**The Dirty Picture**’, produced by **Shobha Kapoor and Ekta Kapoor**. The occasion was graced by the sensuous Vidya Balan and the brilliant actor Tusshar Kapoor along with the Producer Ekta Kapoor and the Director Milan Luthria.

Vidya Balan plays the character of Silk in the film who is an actress known for her bold scenes in her movies. Her performance in the film got her rave reviews. Actors Naseeruddin Shah, Tusshar Kapoor and Emraan Hashmi well complimented Silk with their power pact performance in the film. The Dirty Picture received thunderous response in theatres and was soon announced as one of the highest grossing movie of the year.

**Hiren Gada, Director, Shemaroo Entertainment shares his thoughts**, “After Vidya Balan’s Ishqiya, we bring to our audience The Dirty Picture - another super hit movie from the brilliant actress. The Dirty Picture has wowed the masses as well as the critics. The movie is a complete entertainment package and with making of the film as a bonus feature offered on DVDs and Blu Ray makes it a must have for your movie collection.”

“For an unconventional set-up and subject, the huge box office and critical acclaim for ‘The Dirty Picture’ makes it a real game-changer. With the launch of the DVD, we look forward to Silk making her way into homes!” **says Ekta Kapoor, Joint MD – Balaji Telefilms Ltd.**

### About Shemaroo

Founded in 1962, Shemaroo Entertainment Ltd is among the eminent Filmed Entertainment “Content House” in the country with activities ranging across **Content Ownership, Aggregation** and **Distribution**. The Shemaroo brand is today synonymous with quality entertainment in the Indian entertainment eco system.

Shemaroo is engaged in the *distribution of content* for *satellite channels, physical formats* and *emerging technologies like the Mobile, Internet, Broadband, IPTV* and *DTH* among others. With its partnership with the major telecom operators in India, Shemaroo is one of the forefront players of the digital age. The company has also tied up with *many* content providers across the country.

### 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](http://www.sebi.gov.in) and the respective websites of the Book Running Lead Managers to the Issue at [www.yesbank.in](http://www.yesbank.in) and [www.icicisecurities.com](http://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.”

**Ekta Kumari – PR & Corp. Comm. (Shemaroo Entertainment Ltd.)**

**Tel: (91 - 22) 4031 9911 Email: ekta@shemaroo.com**

Media Contact

Girija Balan, Pressman PR

Tel: +91 22 22188880, Cell: 09821736716

Email: pr@pressmanindia.com