



Media Release

Reliance Entertainment & Friday Filmworks' Plan C to team up with AZURE Entertainment for the Hindi adaptation of the Thai blockbuster "Bad Genius"

The Hindi adaptation of the top grossing Thai film will be executed under the creative supervision of ace writer, producer & director Neeraj Pandey

Mumbai, June 25, 2018: Anil D. Ambani led Reliance Entertainment and its partner Friday Filmworks' company Plan C Studios has joined hands with AZURE Entertainment for the adaptation of the 2017 Thai Feature Film 'Bad Genius' for the Indian audience.

Renowned writer, producer, director Neeraj Pandey will creatively adapt this extraordinary and nail-biting thriller.

Inspired by real-life news of students cheating on the exam for entry into Foreign Universities, "Bad Genius" transplants the heist film structure to a school-exams setting, and features themes of class inequality as well as teen social issues.

Neeraj Pandey reacted, *"We keep looking for exciting stories and content all the time and BAD GENIUS is an amazing film. We are looking forward to the re-imagination of the film as per Indian sensibilities and hope our audiences like it."*

CEO of Azure Entertainment, Sunir Kheterpal, said, *"Bad Genius is one of the hottest remake properties globally. We thank GDH 559 for entrusting us with this title for the Indian remake. It is a moment of pride for us to be partnering with Neeraj Pandey and Reliance Entertainment on the Hindi adaptation for this title."*

'Bad Genius' was released in 2017, placing first at the Thai box office, earning over 100 million baht, becoming the highest-grossing Thai film of 2017. The film performed successfully overseas. It broke Thai film earning records in several Asian countries, including China, where it earned over \$40 million, making it the highest worldwide grossing Thai film ever.

Shibasish Sarkar of Reliance Entertainment said *"We are delighted to partner with Azure Entertainment and hope Bad Genius is as loved in its Hindi avatar"*.

The film also won a record-breaking twelve categories at the 27th Suphannahong National Film Awards, as well as multiple awards on the international festival circuit.

About Reliance Entertainment:

www.relianceentertainment.net

Reliance Group, led by Anil D. Ambani, is among India's major business houses, with a leadership position in telecommunications, power, infrastructure, financial services, and media and entertainment. The Group has over 250 million customers, serving 1 in every 5 Indians and has over 8 million shareholders, amongst the largest in the world.

Reliance Entertainment is the media and entertainment arm of Reliance Group and is engaged in the creation and distribution of content across film, television, digital and gaming platforms.

Internationally, Reliance Entertainment has partnered since 2009 with iconic film producer and director, Steven Spielberg, in the formation of DreamWorks Studios, and thereafter, Amblin Partners.

This relationship has produced several highly successful films such as The Help, War Horse, Lincoln, The Hundred Foot Journey, The Girl on the Train, Office Christmas Party and A Dog's Purpose. Reliance Entertainment also released Steven Spielberg directed "The Post" starring Tom Hanks and Meryl Streep on January 12th, 2018. The studio will now be releasing 7 days in Entebbe on March 16, 2018.

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About Plan C Studios

Plan C Studios an Indian motion picture production company founded in the year 2015 is a joint venture between Anil D. Ambani led Reliance Entertainment and Neeraj Pandey & Shital Bhatia led Friday Filmworks. Plan C has a distinct focus on fostering and creating entertaining and content rich films. In the last few years of the company's existence Plan C has produced some of the most commercial & critically successful films to date namely Rustom, Naam Shabana & Toilet: Ek Prem Katha. Apart from a great run at the box office, the films have even won various awards in multiple categories including the very prestigious National Awards.

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About Friday Filmworks

Friday Filmworks is an Indian motion picture production company founded by Neeraj Pandey and Shital Bhatia in 2008. Over the course of the following decade, Friday Filmworks has produced trend-setting films that are original in content and entertaining to the audience.

A Wednesday, released in 2008 was the first movie under the banner which won many awards in different categories including a national award. The other films under the Friday Filmworks include Special 26, Baby, Total Siyapaa, Saat Uchakkey, Rustom, M.S. Dhoni: The Untold Story, Naam Shabana, Toilet: Ek Prem Katha and Aiyaary It also produced a Marathi film Taryanche Bait in 2011 and

a Bengali film The Royal Bengal Tiger in 2014. Neeraj Pandey's powerful short film 'Ouch' was shown for the first time ever at the Mumbai Film Festival in 2016.

In 2016, Friday Filmworks and Reliance Big Entertainment came together to form a new venture named Plan C Studios to produce and distribute films. Since then, the movies Rustom, Toilet: Ek Prem Katha, Naam Shabana & Aiyaary have been released worldwide under Plan C Studios.

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About AZURE Entertainment

AZURE Entertainment owned and promoted by The Three Sisters: Institutional Office (TTSIO), is a Mumbai based integrated Content Development and Production Company. The Company has a dual approach towards Content Development comprising Acquisition of Foreign Language Remake Rights & Filming Rights to Books and a more organic approach on Original Content Development whereby it focuses on spectacular, big ideas. AZURE has an active and an evolving development slate of 6-8 properties at any given time.

Apart from the recently announced collaboration for a Two-picture deal with Warner Brothers which includes adapting *INFERNAL AFFAIRS* for India, AZURE's current development slate includes a tie-up with Rodar y Rodar for *THE BODY* (Spanish), Atresmedia for *THE INVISIBLE GUEST* (Spanish), a Three Film Remake Deal with Gaumont (French), Quad for *HEARTBREAKER* (French) and Sushant Singh's *MISSION OVERSEAS* (India) focusing on OPERATION KHUKRI – Indian Armed forces' most successful mission on foreign soil ever. AZURE has also announced a strategic collaboration with Lionsgate and Globalgate to adapt Spanish Blockbuster, INSTRUCTIONS NOT INCLUDED and South Korean Thriller, THE TERROR, LIVE for Indian Markets.

AZURE Entertainment is presenting and producing Tigmanshu Dhulia's YAARA, which is based on Olivier Marchal's LES LYONNAIS. AZURE is also presenting and producing KESARI, based on THE BATTLE OF SARAGARHI, in collaboration with Dharma Productions and Cape of Good Films. Other Films currently under production include Remake of the Spanish feature Film, EL CUERPO in collaboration with Viacom Motion Pictures, which is being helmed by acclaimed Malayalam Director, Jeethu Joseph and Sujoy Ghosh's BADLA in collaboration with Red Chillies Entertainment.

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