



## Media Release

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### **Reliance Entertainment and its partners, Friday Filmworks & Y Not Studios to produce the Hindi remake of the Tamil blockbuster Vikram Vedha**

**Mumbai, March 15, 2018** : Anil D. Ambani led Reliance Entertainment and its partners Plan C studios spearheaded by Neeraj Pandey & Y Not Studios headed by S. Sashikanth are coming together to remake 2017's Tamil blockbuster Vikram Vedha in Hindi. The producers will retain the original director duo Pushkar and Gayatri for its Hindi remake. Renowned writer, producer, director Neeraj Pandey will step in as the writer & creative producer for this magnum opus.

This also marks the beginning of an exciting partnership between some of the most commercially successful, dynamic and creative minds in the country—Reliance Entertainment, Plan C Studios & Y Not Studios.

Y Not Studios, founded by S. Sashikanth has produced 12 feature films in Tamil, Telugu, Malayalam & Hindi, including Vikram Vedha in 2017, which ranked as the Number 1 Indian Film of 2017 on the world's most popular and authoritative source for movies – IMDb, ahead of some other gigantic blockbusters like Baahubali 2.

Plan C Studios – an alliance between Reliance Entertainment & Neeraj Pandey & Shital Bhatia's Friday Filmworks has been producing content rich cinema like Rustom, Naam Shabana, Toilet: Ek Prem Katha to name a few. A National Award winner, Neeraj Pandey will lend his creative prowess to the film.

A cult film in its own right **Vikram Vedha** is a neo-noir action crime thriller film originally written and directed by Pushkar and Gayatri. Based on the Indian meta-folktale *Vikram aur Betaal*, the film tells the story of a tough police officer who sets out to track down and kill an equally tough gangster. This Tamil blockbuster starred R. Madhavan & Vijay Sethupathi.

Shibasish Sarkar, COO Reliance Entertainment said, "Vikram Vedha is one of the best films to be made in recent times. This incredible collaboration is also a coming together of a dream creative team that would do true justice to a film like that."

Neeraj Pandey, producer of the film added "Vikram Vedha is a unique film and this story has to be retold to the Hindi audience world over. We have all grown up on the Vikram Betaal mythology, but this out of the box contemporary treatment makes it a must see movie"

S. Sashikanth of Y Not Studios said "After our two successful co-productions in Hindi, Saala Khadoos & Shubh Mangal Saavdhan with Rajkumar Hirani & Anand L. Rai respectively, we are super excited to join hands with Anil D. Ambani led Reliance Entertainment and its partners Plan C studios spearheaded by the dynamic Neeraj Pandey for our third production. With this great team, we are looking forward to a blockbuster Hindi version of Vikram Vedha"

### **About Reliance Entertainment:**

[www.relianceentertainment.net](http://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 Y Not Studios**

Y NOT Studios is a film production company in Chennai, India, established by producer S. Sashikanth in 2009. As of 2017, the company has produced 12 feature films, which includes productions made in the Tamil, Telugu, Malayalam and Hindi film industries of India and has a reputation for specializing in discovering and producing strong content that is commercially viable. Their most recent projects were the highly successful *Irudhi Suttru* (2016), which was made in three different languages and *Vikram Vedha* (2017) which is being made in three different languages.

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**For further information contact:**

|                 |                                 |               |
|-----------------|---------------------------------|---------------|
| Daljeet S Singh | Daljeet.S.Singh@relianceada.com | +919312014099 |
| Shilpa Handa    | shilpa.handa@spicepr.net        | +919820290605 |