PRESS RELEASE

Shree Ashtavinyak Cine Vision Ltd. acquires world marketing rights For "Tom Dick & Harry" Revenues expected at Rs. 200 million

Mumbai: Shree Ashtavinayak Cine Vision Limited, one of the few integrated motion picture production, marketing and distribution company in the country, has acquired the world rights for **"Tom Dick & Harry".** The company expects to garner a revenue of Rs. 200 million through marketing this film.

"The world rights of **`Tom Dick & Harry'** rights reinforce the strength of Ashtavinayak and the confidence that producers repose in us. The acquisition also reflects our strategic intent to explore diverse revenue streams.", said Mr. Dhilin Mehta, Chairman & Managing Director of Shree Ashtavinayak Cine Vision Ltd. "This is a stepping stone for Shree Ashtavinayak to make its presence felt as a company with global marketing strengths. ", he added.

Shree Ashtavinayak Cine Vision Ltd is in the process of integrating the film value chain, thereby creating a sustainable business in the high-potential entertainment segment. The integrated approach helps it to garner the best talent from cross-industry sources, achieving economies of scale. Operationally, it translates into smoother functioning, better co-ordination, rapid turnarounds, superior budgeting and stricter internal controls.

The company is one of the earliest to recognise the benefits of a holistic approach to film making. It draws profitably from its initial core competence of marketing films in the crucial territories of Mumbai, Delhi and UP Circuit, in determining audience preferences and viewership patterns. The company has already marketed some of the biggest motion pictures in recent history. These include **Main Hoon Na, Aitraaz, Mujhse Shaadi Karogi, Garv, Tango Charlie, Dus, Paheli, Family, Zinda** among others. This extrapolation of marketing experience in production was amply demonstrated in its home production "**Maine Pyar Kyun Kiya**", which proved to be a blockbuster in 2005. The company has since increased its focus on film production, with a pipeline of over 10 films in the next 18 months, at an estimated investment of Rs. 1745 million. The first of these films is **'Glomaal'** expected to be released in May 2006. 'Golmaal' stars Ajay Devgan , Arshad Warsi, Tushar Kapoor, Rimi Sen & Paresh Rawal.

Shree Ashtavinayak Cine Vision Ltd reported revenues of Rs. 276.60 million and post tax profit of Rs 3.80 million in the year 2004-05. For the nine months ended December 31, 2005, it reported revenues of Rs. 469.17 million and post tax profits of Rs. 9.26 million. The estimated revenues for the year ended 2005-06 are Rs. 540 million and profits estimated at Rs 10.89 million. As a result of these new ventures, the revenues in 2006-07 are expected to surge to Rs. 1310 million and profits to increase to Rs 212.50 million.