

## **Shree Ashtavinayak Cine Vision Limited lines up four mega releases in the second half of 2006**

**Estimates revenues from production and distribution at Rs. 125 crore in 2006-07**

**Mumbai --**, 06: Shree Ashtavinayak Cine Vision Limited is one of the few organised motion picture production and distribution companies in the Indian entertainment industry. It has lined up four mega releases for the second half of 2006 with directors like Priyadarshan, Abbas-Mustan , David Dhawan and Rohit Shetty.

Shree Ashtavinayak Cine Vision Limited is in the process of releasing four motion pictures during 2006. These include the release of Rohit Shetty directed "Golmaal" starring Ajay Devgan, Arshad Warsi, Tuskar Kapoor, Rimi Sen and Paresh Rawal. The shooting for 'Golmaal' is almost complete and will be ready for release by June, 2006. Next in line is 'Bhagambhag', directed by Priyadarshan, fresh from the success of Malaamal Weekly. Bhagambhag is a comedy with the cast comprising of Akshay Kumar, Paresh Rawal, Lara Dutta and Govinda, who is making a comeback. It is slated for release in December 2006. The other two untitled films under production are to be directed by the renowned duo of Abbas Mustan would be hardcore thrillers. The cast for the first film include Ajay Devgan, Sanjay Dutt and Bipasha Basu. The cast of the other untitled film includes Sanjay Dutt, Aftab Shivdasani, Arshad Warsi and Dino Morea. Each of these projects have budgets of over Rs. 15 crores, and as such will be among the key films of the forthcoming year.

Mr. Dhilin Mehta, Chairman and Managing Director, Shree Ashtavinayak Cine Vision Limited said, "***The viewership pattern in recent years has undergone a sea-change due to the emergence of different channels of entertainment at the viewers' disposal. We recognize this as a driver of growth for the industry and in turn for our company. Our ultimate goal is to capitalise on the vertical integration capabilities which cover the entire gamut ranging from production to distribution and further extending it to exhibition.***"

The company has witnessed strong growth in its performance and is expected continue its strong growth trajectory over the next few years. For the year ending 31<sup>st</sup> March, 2006, Shree Ashtavinayak Cine Vision Limited is targeting revenues of Rs. 52 crore for the year ending 31<sup>st</sup> March 06 compared to Rs. 26.69 crore for the year ended 31<sup>st</sup> March 05. The estimated revenues for 2007, as a result of the four new productions will be close to Rs. 125 crore.

Shree Ashtavinayak Cine Vision Limited has produced last year's blockbuster Maine Pyar Kyun Kiya, which featured Salman Khan, Sohail Khan and Katrina Kaif. It has also distributed big ticket productions such as Main Hoon Na, Aitraaz, Mujhse Shaadi Karogi, Garv, Tango Charlie, Dus, Paheli, Family and Zinda among the various others, a testimony to its strengths in identifying winning films. To facilitate faster growth and shape its strategy of straddling the entire value chain covering production, distribution and exhibition, the company has signed up for exclusive screening rights of 18 theatres in Maharashtra and Goa and is in talks with many others for possible acquisition.

### **About Ashtavinayak Cine Vision Limited**

Shree Ashtavinayak Cine Vision Ltd. was established about five years ago to capitalise upon the impending boom in the Indian entertainment industry and has initiated a number of measures to improve the image of the industry. The company's operations encompass all aspects of production, distribution and exhibition under one-roof.

Shree Ashtavinayak possesses a deep understanding of the business, enabling it to identify concepts, artistes, directors and technicians who can create a winning combination. The company has produced three films, including the hit 'Maine Pyar Kyun Kiya' and has distributed a total of 17 films.

**For further information please contact:**