

Rajshri.com Premieres UTV's The Blue Umbrella & Fear

By Rajshri Production

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UTV Motion Pictures, announced the world premieres of its forthcoming films The Blue Umbrella and Fear online at India's leading broadband video portal Rajshri.com.

The Internet is Fast Emerging as an Alternate & Complementary Distribution Platform for Taking Indian Films Global

Mumbai, August 10, 2007: In an attempt to reach a global South Asian audience, UTV Motion Pictures, one of India's leading studios, announced the world premieres of its forthcoming films The Blue Umbrella and Fear online at India's leading broadband video portal Rajshri.com. The Blue Umbrella is releasing online on August 10, 2007, day and date with its worldwide theatrical release. Fear is also being released on August 10, 2007 at Rajshri.com, simultaneously with its home video release.

The Blue Umbrella is another marvel from Vishal Bharadwaj, the man behind critically-acclaimed films like 'Makdee', 'Maqbool' and 'Omkaara'. Fear is director Vikram Bhatt's latest directorial venture and is a supernatural thriller, quite in the same mould as the director's smash hit film, 'Raaz'.

Rajjat A. Barjatya, Managing Director, Rajshri Media (P) Limited, says, "We are proud to continue our successful association with UTV, which is one of India's most progressive content owners. In a very short span of time, Rajshri.com has become the first choice and one of the very few sources of legitimate Indian entertainment video content, new and old, for global Indians and South Asians in markets across the world, many of which are not served by legitimate theatrical or home video distribution."

Both the films are available for downloads at USD 9.99 (Standard Version) with a higher quality option priced at USD 19.99 (Premium Version). With an aim to broaden the scope and appeal of the films, the original Hindi versions of Fear and The Blue Umbrella, as well as the English-subtitled versions of the films, will be available for downloads at Rajshri.com.

UTV has also tied up with Rajshri.com for the online release of their premium films - 'Rang De Basanti', 'Swades', 'Bluffmaster', 'Taxi No. 9211', 'Chup Chup Ke' and 'Khosla Ka Ghosla'. While Rajshri.com has already released 'Rang De Basanti' online, the rest of the films will soon be available for downloads on Rajshri.com.

About Rajshri.com

Rajshri.com is India's #1 broadband entertainment destination, with over 5,000 entertainment videos, including full-length Hindi movies, movie songs, music videos, TV shows, short films, documentaries, concerts, astrological predictions and lots more, available on demand 24/7. The site was launched in November 2006 with the online premiere of the Hindi blockbuster 'Vivah', day and date with its worldwide theatrical release, a first for Indian cinema. The site has grown tremendously in terms of content and features and currently serves over 6,000 hours of video content to millions of digitally connected consumers worldwide. For more information, log onto www.rajshri.com.

About Rajshri Media (P) Limited

Rajshri Media is the recently incubated digital entertainment and new media arm of the 60-year-old Rajshri group, one of India's oldest, largest and most successful integrated entertainment houses. The company aims to create, aggregate and distribute premium Indian content across new media platforms to digitally connected consumers worldwide. The mission of the company is to enrich the lives of millions across the

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Category	Movies
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