



Sahara One acquires entire Boney Kapoor library

Worldwide Satellite and Pay TV rights
in perpetuity for all films

**NO ENTRY, PAANCH, KYUN HO GAYA NA,
COMPANY, BEWAF, and others**

Sahara India Mass Communication Ltd has acquired Satellite and Pay TV broadcast rights Worldwide and in perpetuity to the entire library of Boney Kapoor's films.

Sahara One CEO **Shantonu Aditya** said, "I am delighted to announce that we have acquired the Worldwide Satellite and Pay TV rights in perpetuity to all of Boney Kapoor's films. The films include the yet unreleased multi-starrer *No Entry* and *Paanch*, and the library represents a wide spectrum of engrossing movie entertainment."

"This acquisition underlies our continuous quest for quality entertainment and our commitment to viewer- and customer delight. We shall continue to seek and acquire the best in motion picture entertainment," Aditya said.

The films acquired include ***No Entry***, one of the most eagerly awaited multi-starrers featuring Anil Kapoor, Salman Khan, Fardeen Khan, Bipasha Basu, Lara Dutta, Celina Jaitly and Ishaa Deol among others. The film is due for theatrical release soon, and its music is already a chartbuster. Another film whose theatrical release is much awaited, the gripping action-packed ***Paanch***, is part of the list along with such engrossing films as ***Bewafa, Company, Kyon Ho Gaya Na Pyaar***, and others. (more)

"This acquisition of some of the most entertaining films of Hindi cinema underlies our continuous quest for quality entertainment and our commitment to viewer- and customer delight. We shall continue to acquire the best in motion picture entertainment."

SHANTONU ADITYA
CEO – SIEMCL

Aditya said, "Our two flagship businesses -- Sahara One Television and Sahara One Motion Pictures – have been doing very well, and we are planning far ahead to continue to build upon our success. The excellent movie content of our latest film acquisitions will further boost our businesses."

It will be recalled that Sahara One Television has been consistently increasing its GRPs and has also launched Hare Kaanch Ki Chudiyaan, a daily soap, in the afternoons, with more exciting programs in the pipeline.

Sandeep Bhargava, COO, Sahara One Motion Pictures, said, "We are now the biggest player in the motion pictures arena. Sahara One Motion Pictures has shaped up exceptionally well, with as many as 12 films released over the past 8 months, of which 4 have gone on to be hits, and two have won five National Awards. We plan to release several more excellent films in the next three to six months,"

ends

List of Boney Kapoor
films acquired

**No Entry Paanch Bewafa
Kyon Ho Gaya Na Pyar
Company Koi Mere Dil Se Poochhe
Run Pukar Khushi
Sirf Tum Hamara Dil Aapke Paas Hai
Mr. India Shakti
Loafer Woh 7 Din
Roop Ki Rani Choron Ka Raja
Phool Khile Hain Gulshan Gulshan
Judaai Drohi Prem
Hum Paanch Matrubhoomi
Shehzada Tarzan Comes To Delhi
Jab Se Tumhen Dekha Ponga Pandit
Ek Shriman Ek Shrimati**

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