



## **SONY MUSIC PARTNERS WITH BALAJI FOR A 3-FILM MUSIC DEAL**

**Mumbai, April 1, 2013:** Sony Music Entertainment, a global music giant, today announced a 3 film music deal with Balaji Motion Pictures. The three films are Ek Thi Dayaan, Shootout At Wadala and Kuku Mathur Ki Jhand Ho Gayi. Like all Balaji films, these three are no exception when it comes to the pedigree of music.

An entertaining supernatural thriller with an electrifying jolt at the end, Ek Thi Daayan marks the first ever association of two creative powerhouses – Ekta Kapoor and Vishal Bhardwaj. Ek Thi Daayan carries the Vishal Bhardwaj stamp of music, with lyrics by Gulzar. The first track, Yaaram , rendered by Clinton Cerejo and Sunidhi Chauhan, is already topping the charts. Ek Thi Daayan stars Emraan Hashmi, Kalki Koechlin, Konkona Sen Sharma and Huma Qureshi, and releases on April 18 worldwide.

The soundtrack of Shootout at Wadala promises to be the most elaborate album of the year in true Sanjay Gupta style – six tracks and four remixes. An ensemble of music directors (Anu Malik, Anand Raaj Anand, Meet Bros, Anjjan & Mustafa Zahid) have created a variety of tracks; dance and romantic. The first track, Babli Badmaash, featuring Priyanka Chopra, was recently launched in a big way, and is yet another chart-topper. The other tracks feature appearances by Kangana Ranaut, Sophie Choudry and Sunny Leone. Shootout At Wadala also stars John Abraham, Anil Kapoor, Manoj Bajpayee, Tusshar, Ronit Roy and Mahesh Manjrekar, and releases on May 1 worldwide.

Kuku Mathur Ki Jhand Ho Gayi, a slice-of-life Delhi-based comedy, is a co-production with Bejoy Nambiar, featuring newcomers being launched by Balaji. It is slated for a September 2013 release.

Commenting on the association, Sanujeet Bhujabal, Marketing Director - Sony Music India said, “We have worked with Balaji in the past and they have always given us hits. This is our first big association with them on three prestigious projects. We are thrilled to be working with the team again and are investing all our efforts to ensure that the music reaches out to music enthusiasts.”

Said Tanuj Garg, CEO Balaji Motion Pictures said, “The Sony Music team is very proactive, passionate and forward thinking, and have worked on some of the biggest Bollywood hits in recent times. We are glad to be associating with them on three important films.”

## **About Balaji Telefilms**

Balaji Telefilms is India's leading integrated media conglomerate with market leadership in the motion picture and television content industries, among other entertainment-led businesses. It is the only studio with unqualified success in both films and television. Pioneering widely different genres of content across several distribution media, the firm has completely aligned its brand architecture to reflect the far-reaching changes of our time.

The company, under the stewardship of Shobha Kapoor and Ekta Kapoor, operates various prominent brands within its fold namely Balaji Telefilms – a production house synonymous with ground-breaking television content; Balaji Motion Pictures – a producer of large-scale feature films with the topmost industry talent; Alt Entertainment – a developer of commercial filmed content with alternate sensibilities.

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