MUKTA ARTS LIMITED
an entertainment company
Regd. Office : Mukta House, Behind Whistling Woods Institute, Filmcity Complex,
Goregaon (East), Mumbai 400 065. TEL.: 91-22-3364 9400

Fax No. 2659 8237 / 38

Corporate Relations Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bnadra (E), Mumbai – 400 051

13th March, 2013

Kind Attn: Mr. Hari K – Manager

Dear Sirs,

In pursuance to Clause 36, we wish to inform you as under:

Whistling Woods International Limited a subsidiary of Mukta Arts Limited, has joined hands with DY Patil Institute to set up an Institute of Film, Media & Communication. The DY Patil - Whistling Woods Film & Media School will be set up in Maharashtra's emerging education hub – the DY Patil Knowledge City in Pune. A press release regarding the same is attached herewith.

This is for your information and record.

Thanking you,

Yours Faithfully,
For and on behalf of
Mukta Arts Limited

Parvez A. Farooqui
Executive Director

Encl: As above.

Whistling Woods International
INSTITUTE OF FILM, MEDIA & COMMUNICATION

D Y PATIL GROUP

DY Patil and Whistling Woods International announce

The DY Patil - Whistling Woods Film & Media School in Pune

March 12th, 2013. Two of the strongest and most credible names in Education in Maharashtra today, DY Patil and Whistling Woods International, have announced that they are jointly setting up a revolutionary Institute of Film, Media & Communication. ***The DY Patil - Whistling Woods Film & Media School*** will be set up in Maharashtra's emerging education hub – the DY Patil Knowledge City in, Pune.

The DYP - WWI Film & Media School will commence operations from August 2013. The collaborative film and media school will offer students from across the country integrated undergraduate courses in film-making, animation, media and communication, and a MBA in Media & Entertainment. The 3-year degree film-making course will feature a twinning model where the students will spend the final 18 months at the Whistling Woods Mumbai campus and thereby be exposed to the cultural experience of studying in Mumbai's Filmcity.

Announcing the alliance with the illustrious DY Patil Group, **Subhash Ghai, Founder & Chairman - Whistling Woods International**, said *"It is a great privilege for Whistling Woods to be associated with a university of this stature. Over the past year or so, we have been exploring opportunities to expand nationally, and in the institute being set up jointly in Pune, we have found the perfect partner in the DY Patil Group. Whistling Woods is here to stay and this is one step towards expansion with many more to come."*

On the partnership between WWI and the DY Patil Group, **Dr Ajeenkya D Y Patil, Chairman, DY Patil Group,** commented, *"We are delighted that our two institutions have joined forces to create a world-class institute of Film, Media and Communication at the DY Patil Education City in Pune. I am convinced it will raise the bar further for professional Media education in India. Our vision is to help shape young lives by providing them cutting-edge professional education and training for rewarding and fulfilling careers in the high-growth sector of Media & Entertainment."*

Dr Patil added, "I am delighted to announce that Pavan R Chawla, a respected and award-winning Media & Entertainment professional with close to 25 years of rich and varied experience in Content & Communication with some of the biggest and best Media & Entertainment brands in India, has joined

Whistling Woods International
INSTITUTE OF FILM, MEDIA & COMMUNICATION

D Y PATIL GROUP

us as Dean of the DYP-WWI Institute of Film, Media & Communication in Pune. He has a large and impressive body of professional achievements, and I am sure he will be a driving force to achieve our joint vision for the institute."

Meghna Ghai-Puri, President, WWI, *commented, "DY Patil and Whistling Woods International are two institutions that have earned a great reputation in education. It is extremely exciting to be associated with a renowned Institution such as DY Patil, and we look forward to a very successful partnership in the future."*

.....

About D Y Patil Group

The D Y Patil Group is one of the largest and most highly regarded educational groups in the country. Padmashree Dr D Y Patil founded it in the year 1983. The Group's activities encompass the fields of Education, Healthcare, Agriculture and Sports. It has over 180 Institutes of learning along with its three universities, based out of Navi Mumbai, Pune and Kolhapur. The Group runs three hospitals and provides affordable healthcare and medical attention to hundreds of people. The DY Patil International Cricket Stadium at Mumbai is rated as the 6th best stadium in the world and amongst the best sporting facilities in India.

About Whistling Woods International

Founded by renowned director-writer-producer Mr Subhash Ghai and promoted by Mukta Arts Ltd, Whistling Woods International is Asia's premier film, communication and media arts institute rated amongst the 10 best film-schools in the world by 'The Hollywood Reporter'. It offers courses in Acting, Animation, Cinematography, Direction, Editing, Producing, Screenwriting, Sound Recording and Design and Media Management Studies that are designed to be heavily practical and delivered under a unique educational methodology by a luminary faculty and accentuated by guest lectures by leading Indian & international filmmakers.

Whistling Woods International has initiated affiliations with several International film schools. These include pioneering activities in India like credits transfer and International student co-productions. Some of the schools that are affiliated with the Institute are Deakin College Australia, Griffith College Australia, Bradford College UK, Syracuse University USA & NYU Tisch Singapore.

More than 15% of the student body comprises International students. The Institute is highly committed to ensuring that its students move into the industry in creative and rewarding areas of employment. WWI alumni have been working with several leading media organizations like Aamir Khan Productions, Anil Kapoor Productions, BIG Animation, Balaji Telefilms, Dharma Productions, Excel Entertainment, Fox Star Studios India, Mukta Arts Limited, Paprikaas, Red Chillies Entertainment, Reliance BIG Entertainment, UTV Motion Pictures, Walkwater Films and several more. Whistling Woods' continues strongly on its path to be the institute of choice for media education globally. Details on www.whistlingwoods.net.

Media Contacts

Riddhi Bhogi
Corporate Communications
Whistling Woods International
Phone: 09920517109
Email: riddhi.bhogi@whistlingwoods.net

Kinjal Naker / Shannon Tellis
LinOpinion – The Lowe Lintas Public Relations Division
Phone: 9892489074 / 9930889730
Email: kinjal.naker@loweandpartners.com / shannon.tellis@loweandpartners.com