

**RELIANCE ENTERTAINMENT TO RELEASE ITS BOLLYWOOD BLOCKBUSTER TOILET: EK PREM KATHA
RETITLED AS TOILET HERO, IN CHINA ON FRIDAY, JUNE 8, 2018**

**FILM TO RELEASE IN OVER 4,300 SCREENS IN CHINA
REPRESENTING 50% HIGHER SCREEN COUNT THAN IN INDIA FOR THE ORIGINAL RELEASE**

**THE RELEASE MARKS RELIANCE ENTERTAINMENT'S RETURN TO THE CHINESE FILM MARKET
AFTER THE SPECTACULAR SUCCESS OF ITS FIRST RELEASE, 3 IDIOTS**

June 6, 2018, Mumbai: Anil D. Ambani led Reliance Entertainment is releasing its Bollywood blockbuster film, Toilet: Ek Prem Katha in China on June 8, 2018, retitled as Toilet Hero in Mandarin for Chinese audiences.

The star cast is led by Akshay Kumar, and the film is produced through Reliance Entertainment and Friday Filmworks' collaborative banner, Plan C Studios, with Neeraj Pandey and Shital Bhatia.

The release marks Reliance Entertainment's return to the Chinese market after the spectacular success of its first release, 3 Idiots, produced by acclaimed film-makers, Vidhu Vinod Chopra and Raju Hirani, and starring Aamir Khan, who has now become the most popular Indian film star in China.

Toilet Hero will release in over 4,300 screens across China, reflecting a 50% higher screen count compared to its original release in India. The film has already been screened to an overwhelming response at the Beijing Film Festival in April 2018, at an event attended by director, Shree Narayan Singh, and creative producers, Neeraj Pandey and Shital Bhatia.

Lead star of the film, Akshay Kumar says, "I am delighted our film is continuing to break new grounds. Our issues and cultures bear a lot of similarity & I hope Toilet Hero gets the same appreciation and love in China".

Commenting on the release, Neeraj Pandey said, "I am very excited about 'Toilet Hero' releasing in China, and hope that it entertains and is received well by the domestic audiences in China."

The film is a socially relevant, satirical comedy in support of the Hon'ble Prime Minister of India, Mr. Narendra Modi's campaign to improve sanitation conditions in India, with an emphasis on the eradication of open defecation, especially in rural areas. During Prime Minister Modi's visit to China in April 2018, the Chinese President, Mr. Xi Jinping, had stated that he had seen a number of Indian films, including Hindi and regional, and expressed the belief that it would be a good idea that more Bollywood movies came to China and vice-versa.

Shibasish Sarkar of Reliance Entertainment said "We are very proud to release Toilet Hero in China this week, and expect the film to strike an emotional chord with audiences there, just as the film delighted Indian audiences."

Tang Media Partners, a Reliance Entertainment affiliate, are the licensee of the distribution rights in China. The Film will be released by Lianrui Picture, executive distributor, with China Film Group.

In India, the film 'Toilet Ek Prem Katha' was presented by Viacom18 Motion Pictures and KriArj Entertainment, and produced by Cape of Good Films, Friday Filmworks and Abundantia Entertainment.

About Reliance Entertainment

Reliance Entertainment is the media and entertainment arm of Reliance Group and is engaged in the creation and distribution of content across film, television, digital and gaming platforms. Internationally, Reliance Entertainment has partnered since 2009 with iconic film producer and director, Steven Spielberg, in the formation of DreamWorks Studios, and thereafter, Amblin Partners.

This relationship has produced several highly successful films such as The Help, War Horse, Lincoln, The Hundred Foot Journey, The Girl on the Train, A Dog's Purpose, Bridge of Spies, and The Post.

Follow us on:



/RelianceEntertainment



@RelianceEnt



/reliance.entertainment

About Friday Filmworks

Friday Filmworks is an Indian motion picture production company founded by Neeraj Pandey and Shital Bhatia in 2008. Over the course of the following decade, Friday Filmworks has produced trend-setting films that are original in content and entertaining to the audience.

A Wednesday, released in 2008 was the first movie under the banner which won many awards in different categories including a national award. The other films under the Friday Filmworks include Special 26, Baby, Total Siyapaa, Saat Uchakkey, Rustom, M.S. Dhoni: The Untold Story, Naam Shabana, Toilet: Ek Prem Katha and Aiyaary. It also produced a Marathi film Taryanche Bait in 2011 and a Bengali film The Royal Bengal Tiger in 2014. Neeraj Pandey's powerful short film 'Ouch' was shown for the first time ever at the Mumbai Film Festival in 2016.

In 2016, Friday Filmworks and Reliance Big Entertainment came together to form a new venture named Plan C Studios to produce and distribute films. Since then, the movies Rustom, Toilet: Ek Prem Katha, Naam Shabana & Aiyaary have been released worldwide under Plan C Studios.

Follow us on:



/@FridayFilmworks



@FFW_Official



/fridayfilmworks

About Plan C Studios

Plan C Studios, an Indian motion picture production company founded in the year 2015, is a joint venture between Anil D. Ambani led Reliance Entertainment, and Neeraj Pandey and Shital Bhatia led Friday Filmworks. Plan C has a distinct focus on fostering and creating entertaining and content rich films. In the first few years of the company's existence, Plan C has already produced some of the most commercially and critically successful films to date, namely, Rustom, Naam Shabana and Toilet: Ek Prem Katha. Apart from a great run at the box office, the films have been awarded in multiple categories, including the very prestigious National Awards.

Follow us on:



/PlanCStudios



@PlanC_Studios



/plancstudiosofficial

For further information contact:

Daljeet S Singh

Daljeet.S.Singh@relianceada.com

+919312014099