

## Media Release

### **Reliance Entertainment's pioneering partnership model gets the studio a phenomenal run at the box office in 2017**

**Mumbai, November 6, 2017:** Anil D. Ambani led Reliance Entertainment incepted a game changing and ground breaking partnership business model in the film industry a couple of years ago. A partnership model with some of the most creative producers & film makers in the film industry, has not only benefitted the studio's films commercially & critically but has also ushered in an innovation of sorts in the business of making films in India.

The studio collaborated with Neeraj Pandey to form Plan C Studios. The association has already yielded some incredible success stories. Starting with Rustom, Naam Shabana & the blockbuster Toilet Ek Prem Katha, all the films are products of this new model. Such was the impact of Toilet Ek Prem Katha, the film is now the highest grossing film of all time for superstar Akshay Kumar. Going forward the combine is geared up for another spate of releases in the New Year.

Reliance Entertainment followed it with its partnership with Rohit Shetty, last year. The collaboration has also gone on to achieve massive success with its latest blockbuster of the season Golmaal Again. Golmaal Again has shattered several records that include its entry into the most coveted Rs 200 cr club in the domestic market, highest Diwali grosser ever amongst many others. The film today is superstar Ajay Devgn's highest grossing film and is also amongst the top 10 highest grossing Bollywood films of ALL TIME.

In 2015, Reliance Entertainment partnered with Phantom Films' Madhu Mantena, Vikas Bahl, Vikramaditya Motwane & Anurag Kashyap to produce films under the new model. This association too has an impressive line-up of films in the coming years.

Commenting on the success of the model Shibasish Sarkar, of Reliance Entertainment said "The studio and creative talent combination has benefited our films in a very big way. Given the creative and production strength of our partners and the global marketing and distribution capabilities of Reliance Entertainment we have been successful in delivering blockbuster entertainers to our audiences. We hope & look forward to more such endeavors."

The partnership model for creative producers is very significant as it enables them to further raise the bar on developing cutting edge, commercial content and expand on their vision. Reliance Entertainment's significant global and domestic distribution, marketing and monetization network, not only complements the content, but will also ensures highest value creation for all its partners and other stakeholders. The model truly is a game changer for the film industry.

**About Reliance Entertainment:**

[www.relianceentertainment.net](http://www.relianceentertainment.net)

Reliance Group, led by Anil D. Ambani, is among India’s major business houses, with a leadership position in telecommunications, power, infrastructure, financial services, and media and entertainment. The Group has over 250 million customers, serving 1 in every 5 Indians and has over 8 million shareholders, amongst the largest in the world.

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, Office Christmas Party and A Dog's Purpose. Reliance Entertainment is releasing “Thank You For Your Service” on November 24, 2017 and also Steven Spielberg directed “The Post” starring Tom Hanks and Meryl Streep, on January 12th, 2018.

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