

Percept Picture to release 'Hancock' in India

After successfully releasing 'Spiderman 3' in India last year, Percept Picture Co (PPC) has acquired distribution rights of yet another Hollywood movie 'Hancock' to be screened July 11 in the country.

Except in the southern territory, PPC will release the Sony Pictures' latest flick in the rest of India with 275 prints.

The movie has already been released in the US July 2 to coincide with the Fourth of July holiday.

'Hancock' is a comedy superhero movie directed by Peter Berg and starring Will Smith, Jason Bateman and Charlize Theron.

Will Smith plays the role of John Hancock, an alcoholic do-gooder who possesses superhuman strength.

Hancock falls in love with the wife of a PR executive whom he had saved from being run over by a speeding train. The PR man (Jason Bateman) tries to change his superhuman image and in the course of that finds out that his wife (Charlize Theron) also comes from the same stock of 3,000-year-old race to which Hancock belongs.

'It's a very enjoyable comedy of different nature, a complete entertainer. We have acquired the theatrical distribution rights of the movie in English and Hindi language,' PPC Joint MD Shailendra Singh said Saturday.

He said PPC, committed to offering viewers good entertainers, would soon be scouting for good Hollywood and other foreign language movies to be released in India.

'Right now we are preoccupied with the release of 'Hancock',' Singh said.

Is the market for English movies gradually dwindling in the Indian theatrical circuit?

'No, not at all,' PPC director, marketing, Ashok Ahuja said. 'Whether Hindi or English, good movies will always do good business.'

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