

## Aparna Sen to head Saregama film unit

Saregama, India's oldest music company, Wednesday announced its plans to produce films in Bengali with the appointment of eminent filmmaker Aparna Sen as creative head of its film unit.

Announcing the plans at Saregama studio at Dum Dum here, Subroto Chattopadhyay, president and CEO (Entertainment Sector) of RPG Enterprise, said Sen would be chief creative officer of Bangla Film and Television Business of the organisation.

Her appointment with Saregama closely follows the enrolment of B.R. Sharan as head of its Hindi film business and B.R. Vijaylakshmi in the Tamil, Telugu and Malayalam TV content business.

'I see great opportunity in an organisation like Saregama. I am excited since Bengali cinema has tremendous potential both in Indian and international markets,' said Sen, known for sensitive films like '36 Chowringhee Lane', 'Mr and Mrs Iyer' and '15 Park Avenue'.

'With multiplexes making their presence felt, there does exist a discerning audience for quality products,' she said.

'We want to produce films in the real sense. We will be in the whole procedure of filmmaking of the scripts we choose. We are planning to provide platform to the young talents in acting, direction and technical aspects of film making,' she said.

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