

## UTV brings world cinema closer to Indian enthusiasts

Aiming to bring the best of world cinema closer to the Indian viewer, TV and film producer UTV has launched a new business vertical, UTV Palador along with Olive Collection, which will have the world's largest library of international films under one roof.

Over 1,000 film titles from 20 countries that have won over 3,000 awards including those of BAFTA, Cannes, Pusan, Berlin, Venice and Toronto will be available in this special library.

Rakeysh Omprakash Mehra is the brand ambassador of Olive Collection as well as partner.

'In India, world cinema has been available to a privileged few. Our endeavour is to bring cinema of the world to the common man in India,' said Mehra, an acclaimed filmmaker.

The company will invest Rs.700 million in this new business. The value of the non-Indian language movie segment is estimated to grow to Rs.15 billion by 2009 and UTV Palador believes that world cinema could account for 20 percent of that.

UTV Palador's business strategy for the Olive Collection World Cinema Titles is three-fold - first, initiate world cinema theatres in selective locations all over India with special film clubs and corporate screenings, second, DVD labels and, lastly, to have a world cinema movie channel.

'The main objective is to ensure that the beauty, timelessness and quality of the world's greatest filmmakers is not lost to Indians,' UTV chief Ronnie Screwvala said.

'It was our vision to ensure that quality cinema is not a one-off event at limited location but a regular part of India's entertainment industry. In addition, this is an extremely high potential category with no significant competition in the horizon,' he said.

The rollout of the Olive Collection will begin across all platforms beginning April 2007.

A sneak preview of what the World Cinema Channel will evolve into will be telecast on Zee Studio Channel starting April 1.

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