

## PRESS RELEASE

# Prateek Entertainments enters Bollywood, to release **Dilwale, Airlift & Sanam Re**

- *Prateek Group launched its entertainment division-Prateek Entertainments in 2013 and is releasing Shahrukh Khan-Kajol starrer Dilwale in Delhi, UP & East Punjab*
- *Prateek Entertainments unveiled its 3D logo and announced its major expansion plan*

**New Delhi, December 14, 2015:** Prateek Entertainments, a new venture of real estate giant Prateek Group, which is currently releasing multi-starrer **Dilwale** within the territory of Delhi, UP and East Punjab, announced exclusive all India release rights of **Akshay Kumar-starrer Airlift and Pulkit Samrat, Yami Gautam-starrer Sanam Re**. The company also unveiled its new 3D logo to go with the innovative streak that it promotes.

The group ventured into Bollywood recently and believes in its understanding of people's mind which helps them to choose better projects. With 'Dilwale', Prateek Entertainments is making an entry in the distribution segment, they have high hopes from the film. "It is our effort to connect more to the people. With Dilwale we have entered into distribution and are sure of the success of this venture. Association with Red Chillies Entertainment and T-Series shows our commitment to excellence and reflects the psyche of backing films that have mass appeal", says Mr. Prashant Tiwari, Chairman, Prateek Group. Dilwale is a dramedy (Drama+Comedy), the film is directed by Rohit Shetty and produced by Gauri Khan and Rohit Shetty. Scheduled for release on December 18, 2015, the film stars Shah Rukh Khan, Kajol, Varun Dhawan and Kriti Sanon in lead roles.

**Airlift** with Akshay Kumar and Nimrat Kaur in lead roles is scheduled for release on January 22, 2016. The film is based on biggest evacuation of Indians based in Kuwait during the 1990 airlift of Indians from Kuwait. Another film that Prateek Entertainments will be distributing is **Sanam Re** --a romantic drama film directed by Divya Khosla Kumar starring Pulkit Samrat, Yami Gautam, Urvashi Rautela and Rishi Kapoor -- is slated to release on February 12, 2016. **Airlift** is produced by T-Series and Hari Om Entertainments and **Sanam Re** is under the T-Series banner.

Announcing the future plans, Mr. Prashant Tiwari said, "Prateek Entertainments endeavors to constantly exceed their audience's expectations through creative and artistic excellence with commitment to ethical decisions. With the latest developments we want to let the people know about our seriousness towards entertainment and lifestyle. We endeavour to constantly exceed our audience's expectations through creative and artistic excellence with commitment to ethical decisions."

New 3D logo of Prateek Entertainments was also unveiled on the occasion, which reflected the company's arty and inventive fragment. "It is a good journey for Prateek Group, which has been delivering quality projects in real estate. I take this effort of venturing into entertainment as an extended part of real estate where both the industries are committed to people. Our logo also reflects that amalgamation of two industries on the common ground of serving people," adds Mr. Prateek Tiwari, MD, Prateek Group.

### **About Prateek Entertainments**

Prateek Entertainments, entertainment division of real estate giant Prateek Group - started film production and distribution in 2013 with an aim to provide world-class cinema to the Indian audience. It aims to set highest standards in entertainment industry through continuous enhancements in the domain. In future, the company will enter all domains of film industry to make sure the quality that it intends to churn out, reaches the audience.