



Press Release

'Sanam Re' to break the dry spell on Valentine's Day: Prateek Entertainments

New Delhi, 5 February 2016: Evidently, there has not been a romantic musical drama release near Valentine's Day since almost half a decade. However '*Sanam Re*' is set to break that dry spell this year with the worldwide release scheduled on *February 12, 2016*. The movie is produced by T-Series and is being All India Release by **Prateek Entertainments**, arm of real estate giant Prateek Group. *Sanam Re* is directed by Divya Khosla Kumar starring Pulkit Samrat, Yami Gautam, Urvashi Rautela and Rishi Kapoor in a cameo role. The film produced by Bhushan Kumar, Krishan Kumar and co-produced by Ajay Kapoor is a musical romantic.

Since last five years the Valentine's Day releases has seen movies into the genre of murder mystery, rom-com, family drama, thriller, real life inspired but not a pure romantic drama. "We are very positive about '*Sanam Re*' being released around Valentine's Day as it will be a perfect gift for the beloved. What better way than to spend few romantic hours with your beloved watching a romantic drama. The storyline of the film has instilled confidence in us and we are sure that people will reciprocate it by thronging the cinema halls," says **Mr. Prashant Tiwari**, Chairman, Prateek Group.

Looking at the record of films released in the past on Valentine's Day, **Mr. Prateek Tiwari**, Managing Director, Prateek Group says, "The difference is that, for such a long time no one thought of releasing an aptly themed film for the day. So we are not worried about the collections as we are confident on our offering which will definitely bowl the audience over with its romantic content."

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. The company worked towards promoting cinema that has critical as well as mass appeal. Strategically, company started off with film production and moved to distribution in 2015. Prateek Entertainments endeavours to constantly exceed audience's expectations through creative and artistic excellence with commitment to ethical decisions.