

## **PRESS RELEASE**

### **Prateek Entertainments acquires exclusive All India release rights of 'Airlift'**

New Delhi, January 14, 2015: Prateek Entertainments, part of real estate giant Prateek Group, joined hands with T-Series and Hari Om Entertainments for the All India release of Akshay Kumar starrer 'Airlift'. The film will be released in approximately 3500 screens all over India. The film is based on biggest evacuation of Indians based in Kuwait during the 1990 airlift of Indians from Kuwait. Scheduled for release on January 22, 2016, the film stars Akshay Kumar and Nimrat Kaur in lead roles.

With 'Airlift', Prateek Entertainments moves a step further, by acquiring the All India release rights of the movie after getting into distribution of various movies. Prateek Entertainments endeavors to constantly exceed their audience's expectations through creative and artistic excellence with commitment to ethical decisions. "We are excited to join hands with T-Series and Hari Om Entertainments to release the film all over India. As this movie is based on real life events, we believe such movies have an impact on the society and have a mass appeal. We look forward to being associated with more such movies in near future," says Prashant Tiwari, Chairman, Prateek Group.

The group visions to be the best-in-class entertainment enterprise empowered with entertaining products by means of profitable growth through innovation, continuous improvements and brand building. "It was a great opportunity for us to further strengthen our foothold in the entertainment industry and have high hopes from the film. It is our conscious effort to be a part of such meaningful movies," says 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.