



Straight to digital: Amazon Prime Video to globally premiere seven highly anticipated Indian movies

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Slate of movies across 5 Indian languages with titles like Shoojit Sircar's Gulabo Sitabo starring Amitabh Bachchan and Ayushmann Khurrana, Shakuntala Devi featuring Vidya Balan as lead, R. Jyothika starrer Ponmagal Vandhal among others will premiere between May and August on Amazon Prime Video

Prime offers incredible value with unlimited streaming of the latest and exclusive movies, TV shows, stand-up comedy, Amazon Original Series, ad free music through Amazon Prime Music, free fast delivery on India's largest selection of products, early access to top deals, unlimited reading with Prime Reading, all available only for ₹129 a month

MUMBAI, India, 15th May 2020 – Following the announcement of the upcoming premiere of Shoojit Sircar's Amitabh Bachchan (Black, Piku) and Ayushmann Khurrana (Shubh Mangal Zyada Saavdhan, Andhadhun) starrer *Gulabo Sitabo*, Amazon Prime Video today announced an additional six highly-anticipated Indian films will be premiering directly on the streaming service. Spanning five Indian languages, the Direct-to-Service line-up features additional releases such as Anu Menon's *Shakuntala Devi* with Vidya Balan (Dirty Picture, Kahaani) in lead, legal drama *Ponmagal Vandhal* starring Jyotika (Chandramukhi) in addition to Keerthy Suresh (Mahanathie) starrer *Penguin* (Tamil and Telugu), *Sufiyum Sujatayum* (Malayalam), *Law* (Kannada) and *French Biryani* (Kannada). The movies will premiere exclusively on Prime Video over the next three months and will be available in 200 countries and territories worldwide.

"At Prime Video we believe in listening to what our consumers want and working backwards from there. This belief is the genesis of our latest offering," said Vijay Subramaniam, Director and Head, Content, Amazon Prime Video, India. "Over the last 2 years, Prime Video has become the destination of choice for our customers to watch new releases, across the languages, within weeks of their theatrical release. Now we're taking this one step further, with seven of India's most-anticipated films premiering exclusively on Prime Video, bringing the cinematic experience to their doorstep."

"Indian audiences have been eagerly awaiting the release of these 7 highly anticipated films and we are delighted that Amazon Prime Video will now be premiering these movies for our customers - who can enjoy watching these from the safety & comfort of their homes and on a screen of their choice. Prime Video with its deep penetration in India, with viewership across over 4000 Towns and Cities, and its world-wide reach in more than 200 countries and territories, will give a large global release footprint to these films. We feel truly excited about this initiative and are confident of delighting our Prime Members with this offering" said Gaurav Gandhi, Director and Country General Manager, Amazon Prime Video India.

Amazon Prime Video's direct-to-service slate:

***Ponmagal Vandhal* (Tamil), from 29th May on Amazon Prime Video**

Starring Jyotika, Parthiban, Bhagyaraj, Prathap Pothen and Pandiarajan, *Ponmagal Vandhal* is a legal drama. The movie is written and directed by J.J. Fredrick and produced by Suriya and Rajsekar Karpoorasundarapandian.

***Gulabo Sitabo* (Hindi), from 12th June on Amazon Prime Video**

Starring Amitabh Bachchan and Ayushmann Khurrana, *Gulabo Sitabo* is a quirky family comedy depicting day to day struggles of the common man. The movie is written by Juhi Chaturvedi, directed by Shoojit Sircar and produced by Ronnie Lahiri and Sheel Kumar.

***Penguin* (Tamil and Telugu), from 19th June on Amazon Prime Video**

Starring Keerthy Suresh, *Penguin* is written and directed by Eshavar Karthic. The film is produced by Stone Bench Films and Karthik Subbaraj.

***Law* (Kannada), from 26th June on Amazon Prime Video**

Starring Ragini Chandran, Siri Prahlad and veteran actor Mukhyamantri Chandru, *Law* is written and directed by Raghu Samarth and produced by Ashwini and Puneeth Rajkumar.

***French Biryani* (Kannada), from 24th July on Amazon Prime Video**

French Biryani features actors Danish Sait, Sal Yusuf and Pitobash as leads. The movie is written by Avinash Balekkala, directed by Pannaga Bharana and produced by Ashwini and Puneeth Rajkumar and Gurudutt A Talwar.

***Shakuntala Devi* (Hindi), release date to be announced**

Featuring Vidya Balan in the lead, *Shakuntala Devi* is a biographical drama on the extraordinary life of Shakuntala Devi, mathematics genius, writer and astrologer who was popularly known as the human computer. Also featuring Sanya Malhotra and Directed by Anu Menon, the film is produced by Sony Pictures Networks Productions and Vikram Malhotra.

***Sufiyum Sujatayum* (Malayalam), release date to be announced**

Starring Aditi Rao Hydari and Jayasuruya, *Sufiyum Sujatayum* is written and directed by Naranipuzha Shanavas and produced by Vijay Babu's Friday Film House

The new releases will join the thousands of TV shows and movies from Hollywood and Bollywood in the Prime Video catalogue. These include Indian-produced Amazon Original series like *Four More Shots Please!*, *The Family Man*, *Mirzapur*, *Inside Edge* and *Made In Heaven*, and award-winning and

critically acclaimed global Amazon Original series, including *Tom Clancy's Jack Ryan*, *The Boys*, *Hunters*, *Fleabag* and *The Marvelous Mrs. Maisel*, all on Prime Video, which is available at no extra cost for Amazon Prime members. The service includes titles available in Hindi, Marathi, Gujarati, Tamil, Telugu, Kannada, Malayalam, Punjabi and Bengali.

Prime members will be able to watch all titles anywhere and anytime on the Prime Video app for smart TVs, mobile devices, Fire TV, Fire TV stick, Fire tablets, Apple TV, etc. In the Prime Video app, Prime members can download episodes on their mobile devices and tablets and watch anywhere offline at no additional cost. Prime Video is available in India at no extra cost with Prime membership for just ₹999 annually or ₹129 monthly, new customers can find out more at www.amazon.in/prime and subscribe to a free 30-day trial.

ABOUT AMAZON PRIME VIDEO

Prime Video is a premium streaming service that offers Prime members a collection of award winning Amazon Original series, thousands of movies and TV shows—all with the ease of finding what they love to watch in one place. Find out more at PrimeVideo.com.

- **Included with Prime Video:** These titles join thousands of TV shows and movies from Hollywood and Bollywood, including Indian produced Amazon Original series such as *Four More Shots Please!*, *The Family Man*, *Mirzapur*, *Inside Edge* and *Made In Heaven*, and award-winning and critically acclaimed global Amazon Original series including *Tom Clancy's Jack Ryan*, *The Boys*, *Hunters*, *Fleabag* and *The Marvelous Mrs. Maisel* available for unlimited streaming as part of a Prime membership. Prime Video includes titles available in Hindi, Marathi, Gujarati, Tamil, Telugu, Kannada, Malayalam, Punjabi and Bengali.
- **Instant Access:** Members can watch anywhere, anytime on the Prime Video app for smart TVs, mobile devices, Fire TV, Fire TV stick, Fire tablets, Apple TV and multiple gaming devices. Prime Video is also available to consumers through Airtel and Vodafone pre-paid and post-paid subscription plans. In the Prime Video app, Prime members can download episodes on their mobile devices and tablets and watch anywhere offline at no additional cost.
- **Enhanced experiences:** Make the most of every viewing with 4K Ultra HD- and High Dynamic Range (HDR)-compatible content. Go behind the scenes of your favorite movies and TV shows with exclusive X-Ray access, powered by IMDb. Save it for later with select mobile downloads for offline viewing.
- **Included with Prime:** Prime Video is available in India at no extra cost with Prime membership for just ₹999 annually or ₹129 monthly, new customers can find out more at amazon.in/prime and subscribe to a free 30-day trial.

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