



## Amazon Prime Video Forays Into Film Production In India: To Co-Produce Akshay Kumar-Starrer Ram Setu

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*With this move, Prime Video takes another step of taking India's rich cultural heritage to the world across 240 countries and territories*

*Produced by Cape of Good Films, Abundantia Entertainment, Lyca Productions and Prime Video the action-adventure spectacle will be directed by Abhishek Sharma with Dr. Chandraprakash Dwivedi as the Creative Producer and will feature Indian superstar Akshay Kumar along with Jacqueline Fernandes and Nushratt Bharuccha playing pivotal roles.*

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

**MUMBAI, India, xx 2021:** In a landmark move for its India operations, Amazon Prime Video has announced its association with the upcoming Hindi movie *Ram Setu* as a co-producer alongside Cape of Good Films, Abundantia Entertainment and Lyca Productions. Directed by [Abhishek Sharma](#) (Parmanu, Tere Bin Laden) and creatively produced by Dr. Chandraprakash Dwivedi (Prithviraj Chauhan), the film is an action-adventure drama that brings forward a story deeply rooted in Indian cultural and historical heritage. The film carries a power-packed star-cast led by superstar [Akshay Kumar](#) and featuring [Jacqueline Fernandes](#) and [Nushratt Bharuccha](#). Following its theatrical release, *Ram Setu* will soon be available for Prime members in India and in more than 240 countries and territories.

**Vijay Subramaniam, Director and Head, Content, Amazon Prime Video India said,** "At Amazon Prime Video, every decision we take is from a customer-first perspective. Stories that are entrenched in Indian soil have often found an audience not only in India but across the world, and we are delighted to further take a step into co-producing by collaborating with a film that highlights our Indian heritage. Our collaboration with Vikram Malhotra and Abundantia Entertainment as well as with Akshay Kumar till date has been unique and highly successful; and with this step, we move into the direction of further deepening and strengthening our association. With an exemplary cast and a story that is unique yet steeped in history, we look forward to continuing to entertain our customers the world over."

**Actor Akshay Kumar added,** "The story of *Ram Setu* is one that has always intrigued and inspired me: it represents strength, bravery and love, and uniquely Indian values that have formed the moral and social fabric of our great country. *Ram Setu* is a bridge between generations past, present and future. I look forward to telling the story of a significant part of Indian heritage, especially for the youth and I am happy that, with Amazon Prime Video, the story will cut across geographies and strike a chord with viewers across the world."

Adding to the excitement **Vikram Malhotra, Founder & CEO of Abundantia Entertainment, said,** "In India, mythology, religion and history are deeply inter-twined. They form the nerve system of our nation and have always given us the foundation for great, epic storytelling. *Ram Setu* is a story formed on facts, science and historical heritage and is anchored in the deep belief of Indians since centuries. We have had a wonderful association with Amazon Prime Video for our successful Amazon Original Series *Breathe* and *Breathe: Into The Shadows* as well as for films like *Shakuntala Devi*, and the upcoming tentpole series - *The End*, also starring Akshay Kumar. I am thrilled to collaborate with Amazon once again for the opportunity to share this amazing story with a global audience."

Amazon Prime Video will be the worldwide exclusive streaming partner for *Ram Setu* following its theatrical release.

### 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 will 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:** Prime 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 favourite 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.