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Press Release



Eros

KOCHADAIYAAN

International & Media One Global Entertainment announce the
release of Rajinikanth's magnum opus KOCHADAIYAAN
on 11 APRIL 2014

Mumbai, 3rd Feb 2014: Eros International Media Ltd (Eros International), a leading global company in the Indian film entertainment industry will release the eagerly awaited futuristic fantasy event of the year '**KOCHADAIYAAN**' – The Legend, a Mediaone Global Entertainment Limited production, directed by **Soundarya Rajinikanth Ashwin**, worldwide in cinemas on April 11, 2014.

Kochadaiyaan features the unique visual mastery of *Photorealistic Performance Capture* technology for the very first time in the history of an Indian film. This technology has been previously seen in Hollywood masterpieces as *Avatar*, *Tin Tin* and *Beowulf*.

Kochadaiyaan is an epic dramatization of good versus evil starring South Indian megastar **Rajinikanth** in a double role in a larger than life depiction. Also starring in the grand production is leading lady **Deepika Padukone** together with South India's leading stars **R. Sharath kumar**, **Nazar**, **Aadi**, **Shobana** and **Rukmini**.

Providing the musical score is Oscar-winning composer **A R Rahman**, whose list of credits includes a BAFTA, a Golden Globe and two Academy Awards for his outstanding musical contribution for the multi-Oscar winning film *Slumdog Millionaire*.

Announcing the release of the film, **Ms.Soundarya Rajinikanth Ashwin**, the Director of the film said, "*Following last year's celebrations of India's film making centenary we view the release of Kochadaiyaan as part of the next steps of Indian cinema. For the first time a full length feature has been made using performance capture technology in India and I truly hope this creates a whole alternate film making avenue apart from live action films in our country*".



Mr. Sunil Lulla, Managing Director, Eros International Media Ltd added, "*Eros is proud to present this magnum opus with Rajinikanth, which will take the Indian film industry to the next level. We are confident that this will be a landmark film in world cinema as a result of the ground breaking technology used. The film will be released in Tamil, Hindi, Telugu, Marathi, Bhojpuri, Bengali and Punjabi in India and overseas in more than 6,000 screens. We will be releasing an English version internationally as well.*"

In a major brand tie-up, Eros International and Mediaone have also tied up with Karbonn Mobile to launch 1 million Kochadaiyaan branded mobile phones to celebrate the release of the film. The exclusive Karbonn '*Kochadaiyaan*' mobile phones will have screen savers and must-have images from the film along with the trailer and the signature tune of the film. These special *Kochadaiyaan* mobile phones are intended to launch in February 2014, during the audio launch of the film.

Kochadaiyaan was shot extensively at Pinewood Studios in the UK with a team of world-class technical experts including the London based **Centroid Studios**, a state of the art facility for Full Body Motion Capture, which has worked on various Hollywood productions including the recent Brad Pitt starrer *World War Z* as well as *Pirates of the Caribbean*, *Ironman 2* and *Harry Potter*, and **Counter Punch Studios** from Los Angeles, who have been behind successes such as *Beverly Hills Chihuahua*. They worked in collaboration with **Faceware Technologies**, United Kingdom, who have worked on *The Mummy 3* and *The Curious Case of Benjamin Button* for the Facial Capturing technology. A team of technical experts from South India and China have worked on this technology, with the best production facilities in London, for the overall completion of the project.

For regular updates on *Kochadaiyaan*, please log on to www.erosnow.com

Thanking you,

Yours faithfully,
For Media One Global Entertainment Ltd.,


Managing Director