



Moser Baer releases - "*Khichdi – The Movie*", a collector's delight for home viewers in CD & DVD formats

- **Watch the Parekh family of "*Khichdi – The movie*" at your home in original format at an affordable price**
- **The cast and crew promote original content by destroying pirated CD & DVDs of the movie**

Mumbai, November 15, 2010: Moser Baer Entertainment Limited (MBEL) today released the hit comedy, "*Khichdi – The Movie*", an extension of the hit TV comedy serial '*Khichdi*' & '*Instant Khichdi*', on DVD and VCD formats. The endearing cast and crew of the film including the Parekh family Hansa Parekh (Supriya Pathak), Tulsidas Parekh aka Babuji (Anang Desai) and Praful Parekh (Rajeev Mehta) and Director Aatish Kapadia destroyed pirated CDs of the movie as a strong protest against the piracy at **Planet M** outlet in Mumbai. The movie which has done well on theatre circuit will now be available for the consumers wanting to watch the movie at home. MBEL will release a significant number of VCDs & DVDs of the movie to cater to the one of the most expected movies in the home video segment.

Harish Dayani, CEO, MBEL said, "We are very excited with the release of this endearing comedy, '*Khichdi – The Movie*', for the home video segment. A great family entertainer, this is the perfect movie for the festive season and also makes for a great gifting option. We have been trying to optimize the window between theatrical and home video release and this launch today is another perfect example of our efforts." He added, "According to KPMG report, *Media and Entertainment* industry in India is expected to increase to ~ 11.2 percent in 2010. If we want to achieve this then we need to fight & curb piracy. We are thankful to the cast of '*Khichdi – the Movie*' for supporting the anti-piracy movement. "

Echoing similar sentiments, **Aatish Kapadia, the Director of '*Khichdi – The Movie*'** said, "We are extremely happy to be here to launch and support the drive



against piracy in this segment. Large numbers of people have been waiting for the home video release of this movie and this will ensure that the 'Comedy Family ki Family Comedy' reaches out to them."

Moser Baer has reduced the window of home video format release down to a few weeks to combat piracy.

Khichdi - The Movie's DVD are priced at Rs. 299, while the VCD will cost Rs. 99.

About Moser Baer Entertainment:

Established in 2007, Moser Baer's entertainment business is delivering low cost but high quality home video products at price points designed to help curb piracy. The company aims at driving mass consumption through everywhere distribution and aggressive marketing and promotion. It owns more than 10,000 titles in most important Indian languages and currently retails its products from more than a lakh outlets in India including grocery stores and cigarette kiosks, apart from selling them online and at traditional audio-visual stores. For more information, visit www.moserbaerhomevideo.com.

About Moser Baer India:

Established in 1983, Moser Baer India (MBI) is a globally, diversified technology group. With its manufacturing expertise and extensive R&D base, the Group has successfully diversified in areas like Blank Optical Media, Solar Photovoltaic, Home Entertainment and IT Peripherals & Consumer Electronics. The company has successfully developed cutting edge technologies to become one of the world's largest manufacturers of Optical Storage Media like CDs and DVDs. MBI is the first to market the Blu-Ray discs in India - the next-generation storage formats. In recent years the company has entered into exciting areas of home entertainment and consumer products and is set to lead the technology curve in tapping renewable energy resources in the high growth photovoltaic space. Over the years, MBI has emerged as one of the most credible brands focused on hi-tech manufacturing and R & D activities. It is continuing to unfold the next generation innovative technologies that will catapult



*India into a respectable manufacturing hub. For more details please visit:
www.moserbaer.in*

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