



RELIANCE ENTERTAINMENT, PHANTOM FILMS AND KEV ADAMS LAUNCH UNIQUE INDO-FRENCH PARTNERSHIP FOR TWO MOVIES

MUMBAI, DECEMBER 12, 2016: Anil D. Ambani led Reliance Entertainment and Phantom Films today unveiled their unique Indo-French partnership for 2 movies starring the wildly popular French actor, Kev Adams.

Kev Adams is amongst the most well-known movie actors in France, having started his career as a stand-up artist. His recent films, Les Profs 2 & Aladin, were the top grossing films of 2015 in France and in China, with more than 1 Million tickets sold for each of the films.

Vikas Bahl of Phantom Films, the Director of the super-successful critically acclaimed film, Queen, which won the best feature film in Hindi at the 2015 National Awards, will direct one of the Indo-French coproductions with Kev Adams as the lead, after finishing Super 30.

The movie is tentatively titled 'The Interpreter' and is a romantic comedy, telling the story of two young people in love but not having a common language, thereby bringing in the interpreter.

Kev Adams also plays the lead role in the other Indo-French film production "To The Top" (formerly known as "nOمبر One"), written by Serge Hazanavicius, Stephane Dan, Mary-Noelle Dana, and Alexis Galmot, and directed by Serge Hazanavicius.

"To The Top" tells the story of a quest, and of the ascension of a uniquely talented young man, in a world gone mad, a world of commerce and mercantile deals. It is the tale of a father-son relationship between two men who share the same passion, of how events tear them apart, and of how a love of the snow, and quite simply love itself, brings them back together again.

Speaking about the association with Kev Adams, Shibashish Sarkar, COO, Reliance Entertainment, said, "We believe our Indo French co-productions will not only help in improving the global appeal of Indian films, but at the same time, will bring the essence of French cinema to Indian audiences."

Vikas Bahl of Phantom Films said, "When I originally conceived of the concept behind The Interpreter, I never thought it would turn out to be a reality. Thanks to Kev and our close ties with French cinema, this dream is becoming a reality so soon. I hope I can live up to expectations of millions of Kev's fans who love him so much, as well as his upcoming fan base in India."

Commenting on the partnership, Kev Adams said, "It's a beautiful experience, one of the most exciting and crazy experiences in my life as an actor and as a human being. I am thrilled at how the teams at Phantom Films and Reliance Entertainment together are letting me live my Bollywood dream. I love the modernity and the message that Vikas wants to bring through his movies. Can not wait to work with him."



ABOUT RELIANCE ENTERTAINMENT:

Reliance Group, led by Anil D. Ambani, is among India's major business houses, with a leadership position in telecommunications, power, infrastructure, financial services, and media and entertainment. The Group has over 250 million customers, serving 1 in every 5 Indians and has over 8 million shareholders, amongst the largest in the world.

Reliance Entertainment is the media and entertainment arm of Reliance Group and is engaged in the creation and distribution of content across film, television, digital and gaming platforms. Internationally, Reliance Entertainment has partnered since 2009 with iconic film producer and director, Steven Spielberg, in the formation of DreamWorks Studios.

This relationship has produced several highly successful films such as The Help, War Horse, Lincoln, The Hundred Foot Journey and Bridge of Spies. In December 2015, Reliance Entertainment, Steven Spielberg, DreamWorks Studios, Participant Media and Entertainment One formed Amblin Partners, a new film, television and digital content creation company. The studio recently produced and distributed 'The Girl on the Train' and 'Office Christmas Party.'

ABOUT PHANTOM FILMS

Phantom Films is India's first 'Directors' Company'. It was formed by four young creative minds of the country, viz. Vikas Bahl, Anurag Kashyap, Vikramaditya Motwane and Madhu Mantena in 2011. Phantom has a distinct focus on fostering creative energies to create enduring and entertaining content.

In the last 5 plus years of the company's existence they have had 10 releases till now: Lootera, Hasee tohPhasee, Queen, Katiyabaaz, Ugly, NH10, Hunterrr, Bombay Velvet, Masaan & Shaandaar, Uda Punjab, Raman Raghav 2.0 & their first regional film "Wrong Side Raju" in Gujarati. Most of their films have been successful and critically acclaimed as well.

ABOUT KEV ADAMS

Born in 1991, Kev started theatre at the age of 7 years, and today, he is an acting phenomenon in France, especially among the younger generation. Kev's highly successful movies include Les Profs 2 and Les Nouvelles Aventures d'Aladin. His other works include Amis Publics, Fiston & Kidon, etc. His box office worth has been more than \$100 Million. He has been a part of 3 successful worldwide tours. He holds a very strong presence on Social Media and is regarded as the Most Favourite Personality by the French Youth.

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