



**Reliance Entertainment announces Joint Venture with S. Sasikanth's Y Not Studios and Sanjay Wadhwa's AP International for production of High quality film content for the South India market**

**Reliance Entertainment's 4th Joint Venture after highly successful creative partnerships with Rohit Shetty Picturez, Plan C Studios and Phantom Films**

**Mumbai, January 16, 2018:** Anil D. Ambani owned Reliance Entertainment today announced a Joint Venture with Y Not Studios and AP International for production of movies. This marks Reliance Entertainment's entry into the South India market for production of movies, following up on its pioneering and highly successful creative partnership model in the Hindi film industry, through Joint Ventures with Rohit Shetty Picturez, Plan C Studios (with Neeraj Pandey) and Phantom Films (with Anurag Kashyap, Vikas Bahl, Vikramaditya Motwane and Madhu Mantena).

Y Not Studios, founded by S. Sasikanth has produced 12 feature films in Tamil, Telugu, Malayalam & Hindi, including Vikram Vedha in 2017, which won the Number 1 Indian Film of 2017 from the world's most popular and authoritative source for movies – IMDb, ahead of some of even other gigantic blockbusters, such as Bahubaali 2.

Y Not Studios' first film was Thamizh Padam in 2010, and subsequent productions included Kadhalil Sodhappuvadhu Yeppadi (2013), Vaayai Moodi Pesavum (2014) and Vasanthabalan's period drama Kaaviya Thalaivan (2014).

In 2016, Y Not Studios produced a bilingual film Sudha Kongara's Irudhi Suttru in Tamil, and Saala Khadoos in Hindi in association with Raju Hirani. The film starring Madhavan, was hugely acclaimed in Tamil and subsequently was remade in Telugu with Venkatesh, as Guru (2017). Irudhi Sutturu, after doing the international festival circuit, went on to win a National Film Award for Ritika Singh; three Filmfare Awards for Best Director, Actor and Actress; as well as Best Picture at the South Indian International Movie Awards and the IIFA Utsavam.

Y Not Studios has recently also achieved critical acclaim and commercial success with R. S. Prasanna's Hindi comedy drama, Shubh Mangal Savdhan(2017), a remake of their successful Tamil film.

Sanjay Wadhwa's AP International Films is a leading overseas distributor, and has distributed more than 700 movies which include movies like Linga, Kabali, Theri, Mersal and Baahubali. AP

International has interests in theatres in the Gulf and UK. The company is the single largest copyright owner of Tamil and Malayalam movie content, and provides content to leading International Cable, Satellite, Terrestrial TV, VOD, Internet and other platforms.

Shibasish Sarkar, Chief Operating Officer of Reliance Entertainment said, “We are extremely pleased to partner with Y Not Studios and AP International. This relationship will allow Reliance Entertainment to make its presence felt strongly in the vibrant South Film market, with production of high quality content. This relationship is in line with our continuing strategy of partnering with like-minded and successful creative individuals, while playing the role of supportive investors on our part.”

Commenting on the partnership, Sasikanth from Y Not Studios said, “Y Not Studios is extremely pleased to partner with Reliance Entertainment & AP International in this new venture which promises to be an exciting partnership. This collaboration will provide a platform that will enable Y Not Studios, which has backed content driven projects, to expand our portfolio not just in the regional segment, but also nationally & internationally. We are super thrilled, and looking forward to a long and fruitful journey ahead”.

Sanjay Wadhwa, partner of AP International said “We have been working with Reliance Entertainment since they came into Tamil films with Yaavarum Nalam, and with Y Not Studios since their inception with Tamizh Padam, and are very excited to be a part of this joint venture.”

**About Reliance Entertainment**  
**[www.relianceentertainment.net](http://www.relianceentertainment.net)**

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, and thereafter, Amblin Partners. This relationship has produced several highly successful films such as The Help, War Horse, Lincoln, The Hundred Foot Journey, and The Girl on the Train, Office Christmas Party, A Dog's Purpose and Thank You for Your Service. Steven Spielberg directed “The Post” starring Tom Hanks and Meryl Streep was released on 12th January, 2018.

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