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Zee Telefilms Limited

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Zee Network to co-produce India's first Indo-French film "One Dollar Curry"

Zee Network, pioneers of Satellite broadcasting in India, today announced their first alliance with France TV and Silhouette Films to co-produce 'One Dollar Curry'.

May 13, 2003: In India 'One Dollar Curry' is the first initiative taken by an Indian television network to bridge the gap of producing cross-over films to appeal not only the Indian audience but to the international audience.

'One Dollar Curry' is a cross-over film, which revolves around an Indian immigrant Nishan (Vikram Chatwal) who makes it big in France by opening the first Indian mobile kitchen called 'One Dollar Curry', which sells Indian cuisine. The movie also stars Smriti Mishra (of the Sardari Begum fame) playing the role of Yamini, the young entrepreneurs fiancée, who along with Nishan's friends try to steer clear of the umpteen hurdles and help him win his battles of life. 'One Dollar Curry' is the second film to be produced by Mr. Vijay Singh; whose first film Jaya Ganga was a huge success in France and other European countries

With a reach of over 225 million viewers and 80 countries globally, Zee Network, the largest media company in India and the producer of film like 'Gaddar' in the recent years, has decided to take up the mantle of producing and distributing cross-over films globally.

Speaking on the occasion, Mr. Subhash Chandra, Chairman & Managing Director, Zee Telefilms Limited said, "With the success of cross-over films gaining tremendous momentum in the international markets, the Indian Film Industry, the largest in the World has finally got the attention that it long deserves. This co-production with France, which is also the first of its kind in India, is the first step towards producing cross-over films by Zee Network and will also offer other companies in India an example to enter global markets thereby help grow the Indian film industry".

Mr. Vijay Singh, Director of 'One Dollar Curry' said, "The success of the Indian cross-over films, proves the potential for Indian cinema globally. I am really happy to produce the first Indian film with an Indian theme for France with the backing of India's largest media conglomerate.

Mr. Mark Tessier, President France TV said, "We have been trying for a very long time to develop cinematographic co-operation between India and France and are pleased to be a part of this first co-production alliance between India and France. I am really happy to get associated with Zee Network, which is a leading television company in the world, and look forward to more alliances in the future. Lastly, I think the best person suited for this project is Vijay Singh whose association with France dates back to his journalism days and I am convinced he is the best choice.

Zee Network

Zee is India's largest vertically integrated media and entertainment company. It is the largest producer and aggregator of Hindi programming in the world with an extensive library housing television content, movie titles and new content. Zee is also India's largest cable distributor through its wholly owned subsidiary, Siticable. Zee's channels are widely distributed in the continents of Asia, Australia, America, Europe and Africa, especially for South Asian audiences. It is a significant player in the film production, music publishing and education business. Zee's well known brands include Zee TV, Zee Cinema, Zee News, Zee Music, Alpha Marathi, Alpha Bangla, Alpha Gujarati, Alpha Punjabi, Zee English, Zee MGM. More information about Zee and its businesses is available at www.zetelevision.com.

France Television

Headed by Marc Tessier, one of the leading cinema personalities of Europe, France TV is the most influential public television channel of France. To confront the Hollywood threat and to promote the production of quality cinema, France TV invests nearly 150 millions US Dollars in French and European cinema annually. They are the co-producers of numerous quality box-office hits, the latest being the Oscar-nominated Amelie Poulain. They are also the co-producers of One Dollar Curry.

Silhouette Films

Silhouette Films are a London and New Delhi-based film house with a strong presence in France. They are committed to the production of good, independent, cross-over films. Having produced Jaya Ganga, they are now ready to launch their new project, One Dollar Curry, in co-production with France TV and Zee Telefilms.