

A Superbrand.

February 5, 2014

The Manager
Listing Department
National Stock Exchange of India Ltd
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex
Bandra (E), Mumbai 400 051

Dear Sir,

Re: Scrip ID – PNC

In terms of the Listing Agreement, we are submitting to you the text of our press release.

PRESS RELEASE

Pritish Nandy Communications (PNC) has announced the release of its forthcoming film, **Shaadi ke Side Effects**, on February 28, 2014. **Shaadi ke Side Effects** is a sequel to **Pyaar ke Side Effects**, one of the most successful and critically acclaimed films in the PNC repertoire, which was released in September 2006.

Well known studio Balaji Motion Pictures is the co-producer of **Shaadi ke Side Effects** and is responsible for the marketing, promotions and sales of the film. PNC is the creative and production partner.

While Saket Chaudhary remains the director of the film, the cast of the sequel has changed from Rahul Bose and Mallika Sherawat as the warring lovers in PKSE to Farhan Akhtar and Vidya Balan as the warring spouses in SKSE. The promotions of the film are currently on air and, as of this week, three songs from it are already on television channels nationwide as well as on YouTube and other digital platforms. Facebook and Twitter are carrying independent campaigns. Award winning music director Pritam has scored the music for the film and composed the six songs in it. Apart from Farhan Akhtar, who has won several awards this year as best actor for reprising the role of Milkha Singh in **Bhaag Milkha Bhaag** and National Award winning actor Vidya Balan, the film's cast includes Ram and Gautami Kapoor, Purab Kohli, Vir Das, Rati Agnihotri.

Yours truly,
For Pritish Nandy Communications Ltd

Rupali Vaidya
Company Secretary

