

Big Home Video To 'Wake Up Sid'

BIG Home Video proudly announces its latest home video acquisition of Dharma Production's 'Wake Up Sid'; the superhit & critically acclaimed Ranbir Kapoor-Konkona Sen starrer released worldwide by UTV Motion Pictures.

Mumbai, Maharashtra, November 30, 2009 /[India PRwire](#)/ -- BIG Home Video proudly announces its latest home video acquisition of Dharma Production's 'Wake Up Sid'; the superhit & critically acclaimed Ranbir Kapoor-Konkona Sen starrer released worldwide by UTV Motion Pictures.

The story revolves around Sidharth Mehra, a lazy, unmotivated slacker from Mumbai whose life undergoes a series of changes after taking his final year college exams. Sid's world is breezy & carefree, revolving around his two best friends, while taking his father & his wealth for granted. He becomes friends with Aisha Bannerjee, an aspiring writer. A series of circumstances and events compel him to take stock of his life and take a hard look at himself and what he's supposed to be doing with his life.

Wake Up Sid, directed by debutant Ayan Mukerji, is a slice of life film. With brilliant casting and added histrionics of Anupam Kher, Supriya Pathak, and Rahul Khanna amongst others, the movie is a cinematic pleasure.

Kulmeet Makkar, Chief Executive Officer, BIG Music and Home Entertainment said, "With a perfect script & excellent performances, this is the ideal home video content. Our experience with blockbusters is that people want to own the content that they relate to. The film already has a defined audience and I am sure that the home video will be as appreciated as the movie is."

Karan Johar, Dharma Productions, said, "'Wake Up Sid', is an extremely special film to all of us at 'Dharma'. It marked the debut of Ayan Mukerji who is dear to us and made a film full of heart & soul. The 'coming of age' genre is rarely tapped in Indian cinema and we are glad to have ventured into new cinematic territory."

Siddharth Roy Kapur, CEO, UTV Motion Pictures, said, "'Wake Up Sid' has been a huge commercial and critical success for us and we are sure that movie fans will enjoy and appreciate this movie at home as they have in the theatres. We are proud to partner with Big Home Video for this home video release and look forward to a high quality, feature-rich DVD pack".

Notes to Editor

About BIG Music and Home Entertainment:

BIG Music and Home Entertainment has taken significant strides towards its objective of emerging as the dominant player in Indian Music & Home Entertainment.

The company has just launched Jodhaa Akbar & Rock On!! on Blu-ray, apart from releasing other blockbusters including Ghajini, Singh is Kinng etc. BIG Home Video is also the exclusive licensee to 3 of Hollywood's prestigious studios Universal Pictures International BV, Warner Home Video, Paramount Home Entertainment Global & Dream Works Animation SKG, Inc. With its robust pan India distribution network, the company will ensure reach for these Hollywood products, not only in urban market but also mass markets.

BIG Home Video has launched iconic movies like Harry Potter and the Half-Blood Prince, The Godfather Trilogy, Public Enemies, Gran Torino, The Curious Case of Benjamin Button, State of Play, Moonwalker and Monsters Vs. Aliens, amongst others in Blu-ray, DVD and VCD formats. Our forthcoming releases include 2009's blockbusters such as G.I. Joe - Rise of Cobra, Inglourious Basterds and Watchmen.

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