



SRP: US \$24.95 **Length:** 95 m
Color/ B&W: Color **Audio Format:** Stereo
Widescreen: Yes **Units per Carton:** 30
Year: 2009 **Format:** Single
Packaging: Amaray
Genre: Adventure, Comedy, Romance
Language: Hindi, with English subtitles

Cat: NNVG238361
UPC: 7-67685-23836-3
ISBN: 1-4229-1147-0

Director: Dev Benegal

Cast: Abhay Deol (*Oye Lucky, Dev D*), Satish Kaushik, Tannishtha Chatterjee (*Brick Lane*), Mohammed Faizal

Road, Movie

Cinema Paradiso Hits the Road

Synopsis:

From the producers of *Lost in Translation* comes a visually stunning film in which a young man with two old film projectors in the back of his antique Chevy discovers love, life and laughter on the back roads of India.

Trailer > <http://www.imdb.com/video/wab/vi1584071193/>

- From the producers of *Lost in Translation* and *In the Bedroom* and well-known Bollywood director Dev Benegal.
- Rising superstar Abhay Deol has been called “The Johnny Depp of India” and “The new face of Indian Cinema.”
- All-star cast includes Abhay Deol (*Oye Lucky, Dev D*), Tannishtha Chatterjee (*Brick Lane*), and legendary actor-director Satish Kaushik.
- Grassroots marketing to South Asia interest groups, including social media outreach to fans of Abhay Deol, animation and comics.
- Online media campaign (23MM impressions) to support DVD release.
- Film will appeal to Indian independent film fans and cinephiles, similar to the French New Wave movement.

Reviews:

“...Benegal’s homage to the magical world of cinema—full of charming and sometimes hilarious movie clips...will surely have the audience smiling as it leaves the theatre.” —*Mumbai Mirror*

“A big-hearted love letter to cinema.” —*NYC Film Critic.com*