Prime Video to be the Exclusive Streaming Destination for 4 Highly Anticipated Big Ticket Movies from Yash Raj Films

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In a strengthening of a historically strong collaboration with the celebrated studio, Prime Video becomes the exclusive worldwide streaming destination for Yash Raj Films' next four massive theatrical releases—Bunty Aur Babli 2, Prithviraj, Jayeshbhai Jordaar, and Shamshera.

The titles will premiere on Prime Video just four weeks after their theatrical launch, in more than 240 countries and territories worldwide.

Prime Video offers incredible value with unlimited streaming of the latest and exclusive movies, TV shows, stand-up comedy, Amazon Originals, ad-free music listening through Amazon Prime Music, free fast delivery on India's largest selection of products, early access to top deals, unlimited reading with Prime Reading, and mobile gaming content with Prime Gaming, all available with the Prime membership. Customers can also watch Amazon's large catalogue of quality content by subscribing to Prime Video Mobile Edition. Prime Video Mobile Edition is a single-user, mobile-only plan currently available for Airtel Prepaid customers.

MUMBAI—28 October, 2021—Prime Video India today announced an exclusive licensing deal with India's biggest production house Yash Raj Films (YRF) that will make the steaming service the home to the studio's four massively mounted upcoming theatrical releases. As part of this deal, Prime Video will have exclusive global streaming rights to these four most anticipated titles under the Yash Raj Films banner. Doubling down on its commitment to offer seamless access to the best movies to viewers from the safety and convenience of their homes, Prime Video will stream these titles just four weeks after their theatrical release.

The high-octane content slate includes films across genres—including much-awaited heist comedy Bunty Aur Babli 2 starring Saif Ali Khan, Rani Mukerji, Siddhant Chaturvedi, and the gorgeous debutant Sharvari; Ranbir Kapoor, Vaani Kapoor and Sanjay Dutt's mega-action entertainer Shamshera; historical action spectacle Prithviraj based on the life of fearless King Prithviraj Chauhan starring Akshay Kumar, Sanjay Dutt, Manushi Chhillar and Sonu Sood; Ranveer Singh's big ticket family entertainer with a powerful social message Jayeshbhai Jordaar.

"At Prime Video, we are intently focused on bringing the biggest & the best entertainment to our customers and this partnership with Yash Raj Films is the perfect demonstration of that commitment," said Gaurav Gandhi, country head, Prime Video India. "Over the last four years, we have been consistently bringing blockbuster movies to entertain audiences from the comfort of their homes and on a screen of their choice. The global digital premieres, four weeks after theatrical release, will not only delight our Prime Members, but will also help significantly increase the reach and viewing base for these highly anticipated films – in India and around the world. Yash Raj Films is known to deliver some of the finest cinematic experiences to audiences, and we are super thrilled to partner with them for these films."

The deal further strengthens the long-standing and ever-growing relationship between Prime Video and Yash Raj Films, with the former already housing some of the YRF classics—including Darr, Dilwale Dulhania Le Jayenge, Silsila, Chandni, Dil To Pagal Hai, and many more. And recently, the worldwide digital premieres of titles such as Thugs of Hindostan, War, Mardaani, and more have garnered much appreciation and love from the audiences.

Akshaye Widhani, Senior Vice President, Yash Raj Films, added: "In Prime Video, we have found a partner that not only shares our vision of offering engaging cinematic experiences, but also provides global distribution to the best stories from the Indian entertainment ecosystem. We are excited to ink this exclusive streaming deal with Prime Video, which will enable our upcoming titles to travel beyond geographies and add further value to Prime Video's stellar content library."

Prime Video in India has a large catalogue of Hindi movies for their viewers to enjoy, with content tie-ups with most of the top production houses in Bollywood. The video on-demand service offers its viewers access to unlimited video streaming, with a wide selection of local language movies, U.S. TV shows, and more, as it continues to add new and exclusive content, including original Indian TV shows.

These big YRF titles will join the thousands of TV shows and movies from Hollywood and Bollywood in the Prime Video catalogue. These include Indian-produced Amazon Original series One Mic Stand, Mirzapur Season 1 & 2, The Family Man, Mumbai Diaries 26/11, Breathe: Into The Shadows, Bandish Bandits, Paatal Lok, The Forgotten Army – Azaadi Ke Liye, Sons of the Soil: Jaipur Pink Panthers, Four More Shots Please, Indian films such as Sardar Udham. Sherni, Toofaan, Gulabo Sitabo, Durgamati, Chhalaang, Shakuntala Devi, Ponmagal Vandhal, French Biriyani, Law, Sufiyum Sujatayum, Penguin, Nishabdham, Maara, V, CU Soon, Soorarai Pottru, Bheema Sena Nala Maharaja, Drishyam 2, Halal Love Story, Middle Class Melodies, Putham Pudhu Kaalai, Unpaused, among others, and award-winning and critically acclaimed global Amazon Originals like Borat Subsequent Moviefilm, The Tomorrow War, Coming 2 America, Without Remorse, Tom Clancy's Jack Ryan, The Boys, Hunters, Fleabag, and The Marvelous Mrs. Maisel. All this is available at no extra cost for Amazon Prime members. The service includes titles in Hindi, Marathi, Gujarati, Tamil, Telugu, Kannada, Malayalam, Punjabi, and Bengali.

Prime members will be able to watch these titles anywhere and anytime on the Prime Video app for smart TVs, mobile devices, Fire TV, Fire TV stick, Fire tablets, Apple TV, etc. In the Prime Video app, Prime members can download episodes on their mobile devices and tablets and watch anywhere offline at no additional cost. Prime Video is available in India at no extra cost with Prime membership, new customers can find out more at www.amazon.in/prime

ABOUT PRIME VIDEO

Prime Video is a premium streaming service that offers Prime members a collection of award winning Amazon Original series, thousands of movies and TV shows—all with the ease of finding what they love to watch in one place. Find out more at PrimeVideo.com.

- **Included with Prime Video:** Thousands of acclaimed TV shows and movies across languages and geographies, including Indian films such as *Sardar Udham*, *Shershaah, Toofaan, Coolie No. 1, Gulabo Sitabo, Shakuntala Devi, Sherni, Durgamati, Chhalaang, Hello Charlie, Cold Case, Narappa, Sara's, Sarpatta Parambarai, Kuruthi, #HOME, Tuck Jagadish* and more along with Indian-produced Amazon Original series like *One Mic Stand*, *Mumbai Diaries 26/11, The Last Hour, Paatal Lok, Bandish Bandits, Breathe, Comicstaan Semma Comedy Pa, The Family Man, Mirzapur, Inside Edge* and *Made In Heaven* amongst others. Also included are popular global Amazon Originals like *The Tomorrow War, Coming 2 America, Cinderella, Borat Subsequent Moviefilm, Without Remorse, American Gods, One Night in Miami, Tom Clancy's Jack Ryan, The Boys, Hunters, Cruel Summer, Fleabag, The Marvelous Mrs. Maisel* and many more, available for unlimited streaming as part of a Prime membership. Prime Video includes content across Hindi, Marathi, Gujarati, Tamil, Telugu, Kannada, Malayalam, Punjabi and Bengali.

- **Instant Access:** Prime Members can watch anywhere, anytime on the Prime Video app for smart TVs, mobile devices, Fire TV, Fire TV stick, Fire tablets, Apple TV and multiple gaming devices. Prime Video is also available to consumers through Airtel and Vodafone pre-paid and post-paid subscription plans. In the Prime Video app, Prime members can download episodes on their mobile devices and tablets and watch anywhere offline at no additional cost.

- **Enhanced experiences**: Make the most of every viewing with 4K Ultra HD- and High Dynamic Range (HDR)-compatible content. Go behind the scenes of your favourite movies and TV shows with exclusive X-Ray access, powered by IMDb. Save it for later with select mobile downloads for offline viewing.

- **Included with Prime:** Prime Video is available in India at no extra cost with Prime membership, new customers can find out more at www.amazon.in/prime.

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SOCIAL MEDIA HANDLES:

@PrimeVideoIN

CONTACT:

pv-in-pr@amazon.com