

Dubai Infinity Holdings brings Yash Raj Films to Dubai, the largest entertainment house in India

- Dubai Infinity Holdings enters into a multi million dollar Joint Venture with Yash Raj Films to create a one of a kind Entertainment District celebrating Indian film industry.
- Yash Raj Films is India's largest film brand and one of the biggest in the world

Dubai, June 11th 2008: Dubai Infinity Holdings, the innovative and empowering investments enterprise of Dubai, announced its multi million dollar joint venture with Yash Raj Films, the most prominent entertainment brand in India.

The superbrand is behind the success of South Asian blockbusters such as Veer Zaara, Hum Tum, Bunty Aur Babli, Chak de India. Additionally timeless classics, such as Kabhi Kabhie and Silsila, which catapulted Amitabh Bachchan; India's biggest movie star honoured by the British Academy of Film & Television Arts (BAFTA) in 2007, to stardom.

The partnership will bring Yash Raj Films to Dubai and will build a large scale entertainment district dedicated to the prestigious film brand.

The Yash Raj Films Entertainment District will comprise of theme park attractions, a movie palace, unique hotel concepts and many other unique Indian genre entertainment concepts . All the components of the Yashraj District will be themed around the Yashraj banner.

Samira Abdulrazzak, CEO, Dubai Infinity Holding said "This is both an encouraging and exciting step for us. Bringing such a honoured name into the



UAE has been a strategic move as it attracts the core demographic of the country. Furthermore Indian Cinema has an increased general following within the region, as cinema statistics highlight that Bollywood films gross higher than western films. This will be a one of a kind partnership here in the UAE, which we are very proud to be associated with”.

The name Yash Raj is known all over the world and Yash Chopra **Chairman of the Entertainment Committee of FICCI** (Federation of Indian Chambers of Commerce & Industry), is known as the legend of Indian Cinema winning countless international awards and acclaim. Furthermore his company holds one of the highest revenues in filmmaking.

Yash Raj Films was named one of the Biggest Film Distribution Houses in the world by the Hollywood Reporter and have some of the highest grossers in the entertainment business to their credit. Super headed by Yash Chopra, Yash Raj Films has expanded to distribution of its own films and others made by prominent industry names around the globe. They have also made a mark with Home Entertainment by marketing and distributing DVD’s and VCD’s of Indian movies. Continuing to improve their quality and efficiency, Yash Raj Films has now created its own state of the art studio.

“Dubai Infinity Holdings is a dynamic investment company and what really counts is that we share a similar vision. Dubai has a booming tourism industry and aims to be the most visited destination in the World by 2015. We are happy to be partnering up with DIH in making our foothold stronger in the region”, said Yash Chopra, whose Yash Raj Films was recently named the most powerful name in the Indian Film Industry Filmfare for the third consecutive year.

“The UAE and India have always had a strong relationship in various business sectors and now this Joint Venture is a further step towards cementing business



opportunities for both countries by bringing India’s most prestigious entertainment brand here,” added Ms. Abdulrazzak

“DIH is a company born to fulfill the unmet needs of our communities by conceptualizing and investing in first-of its kind projects. This joint venture, aims to bring innovation and diversity to the UAE, complying with Dubai’s 2015 Strategic Plan, to boost the countries economy, through key growth sectors”, concluded Ms. Abdulrazzak.

This is Dubai Infinity Holdings second project after announcing Isla Moda which will be the world’s first island dedicated to fashion. The first phase of the Yashraj Entertainment District is scheduled to be completed by 2012.

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About Dubai Infinity Holdings (DIH)

Founded in December 2, 2007, Dubai Infinity Holdings (DIH) is a Dubai-based investment company focused in the areas of Information Technology, education, healthcare, entertainment, and lifestyle development and management in the UAE, and in emerging global markets especially the MENASA (Middle East North Africa South Asia) region.

DIH is owned by a group of high profile local investors and aims at further building the economy of the UAE and Dubai by investing in key growth sectors and work within the frame work of Dubai Strategy Plan 2015.

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About Yash Raj Films (YRF)



Yash Raj Films started out as a film-making company in 1970. In the last three decades it has grown from strength to strength and to its credit today has some of the highest grosser in the entertainment business. Yash Raj Films has expanded its horizons into distribution of in house films as well as films made by leading names in the industry and have also made an impact in Home Entertainment by marketing and distributing DVD's and VCD's of Indian movies. Recently, Yashraj has ventured into creating its own music label – Yash Raj Music and have also built a studio. Yash Raj Films vision is to continue being the Number One Entertainment Company in India and the biggest brand of Indian Filmed Entertainment.