

Press Clipping

Publication : Business Standard
Date : 31/07/2008
Edition : Mumbai
Page No. : 04

ADAG firm ties up with Warner Home

Mumbai: Reliance Anil Dhirubhai Ambani Group company BIG Music & Home Entertainment has signed Warner Home Video as its exclusive home video licensee for India, Sri Lanka and Bangladesh. Under the strategic alliance, BIG Music will market and distribute VCD, DVD and Blu-Ray products from Warner Home Video. "The exclusive licence demonstrates a huge faith that Warner Home Video has shown in us. We are confident that this association will be advantageous not just for both parties, but the movie lovers as well," said Kulmeet Makkar, CEO, Big Music & Home Entertainment. *BS Reporter*