

## Press Clipping

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### Anil Ambani firm signs up Bachchans in Rs 1,500cr deal

Bharati Dubey | TNN

**Mumbai:** Reliance Big Entertainment (RBE) seems to be getting bigger by the day. Days after reports that the Anil Ambani venture was planning to infuse about \$600 million into Hollywood bigwig Steven Spielberg's DreamWorks comes the news of a mega deal with the Bachchans.

Sources said the deal could be worth Rs 1,000-1,500 crore and would include film production, television series, reality shows, internet and mobile content besides live shows. RBE would look into the management, marketing and distribution of the projects while the creative inputs would come from the Bachchans.

Some of the directors who have been signed up to direct films for the joint venture are R Balakrishnan (*Cheeni Kum*), Sujoy Ghosh, Rohan Sippy and Dr Chandraprakash Dwivedi.

► 'Hope to create magic', P 21

### RBE hopes to create magic with Bachchan

Bharati Dubey | TNN

**Mumbai:** Reliance Big Entertainment (RBE) has signed a mega deal with the Bachchans. A host of big-shot film-makers have already been roped in for the JV projects and a source from Reliance Adlabs said that more directors would soon be signed up soon.

Confirming the JV, a spokesperson for RBE said, "We are proud of the association with the Bachchan family. We are confident that the creative genius of the Bachchans and the business acumen of Reliance will create magic and take entertainment to a different level. The joint venture and our strategy to tie up with Indian and international creative talent will help the company build a New Age global entertainment conglomerate."

Amitabh Bachchan's company AB Corp will facilitate the execution of the joint venture projects.