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Rel BIG, Puja Films seal deal to make five flicks

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Billionaire Anil Ambani-led Reliance BIG Entertainment has announced a deal to co-produce five films with Vashu Bhagnani's production company Puja Films for the next two years.

While Puja films will make the movies, Reliance BIG Entertainment will engage in marketing and distributing the films worldwide.

Reliance BIG Entertainment will also finance the films. Two films—'Do Not Disturb' and 'Kal Kissney Dekha'— of the five have commenced principal photography and are slated for release in 2009.

"We are delighted at the commencement of two films under this deal, which we believe, will be two of the most eagerly awaited films in 2009. We have already started work on the strategic marketing and distribution plans for these films and will work to make these films available to the widest audience possible when the films release next year," said Rajesh Sawhney, president, Reliance BIG Entertainment.

'Do Not Disturb' is directed by filmmaker David Dhawan and Govinda, Riteish Deshmukh, Sushmita Sen and Lara Dutta are starring in it, while 'Kal Kissney Dekha' is directed by Vivek Sharma (of 'Bhootnath' fame).

"We are extremely happy to partner with Reliance BIG Entertainment. This partnership will bring about a synergy of the creative and production expertise of Puja Films with the vast business knowledge and experience of Reliance," said Vashu Bhagnani, chairman, Puja Films.