

SA's Avalon Group signs Yash Raj Films deal in Cannes

CANNES, FRANCE: One of the world's oldest exhibitors now in its 73rd year, The Avalon Group, signed a deal on Sunday at the Cannes Film Festival with one of India's leading Bollywood studios, Yash Raj Films.

Avalon Group CEO AB Moosa concluded the deal with Avtar Panesar, VP International Operations, Yash Raj Films, to distribute the latter's 2012/ 2013 slate of Bollywood films. The first three are already tipped to be box office blockbusters in South Africa and around the world.

Ek Tha Tiger (Tiger) set to release internationally and in South Africa on 15 August 2012, stars one of the most charismatic stars of Indian cinema, Salman Khan, who has two of his recent films featuring in the top three highest grossing films of all time in India.

Producer/director Yash Chopra, and founder of Yash Raj Films, joins forces with one of the biggest romantic stars, Shah Rukh Khan in a still-to-be-titled film which also features the talents of Oscar winner and musical maestro A.R. Rahman. The production is anticipated to release in November 2012.

The 3rd film of the first three titles is *Dhoom 3* and is the third instalment in India's biggest and most successful action franchises. One of Indian cinema's most respected and commercially successful stars, Aamir Khan has signed to star in this film set to release in 2013.

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