

## Press Release

### PRESS RELEASE

Sindhi movie 'Pyar Kare Dis' to release in cinemas & online simultaneously on September 14

'Pyar Kare Dis: Feel the Power of Love', a complete family entertainer in Sindhi, is going to create a record with worldwide theatrical as well as online release on September 14, 2007, inform the director of the movie, Mr. Kamal D. Nathani and Mr. M. Harwani the producer of the film.

This is the first ever Sindhi movie to get an online release on the same day of its theatrical release, said Mr Harwani adding that the movie can be downloaded by simply logging on to [www.sunicofilms.com](http://www.sunicofilms.com), the official website of Sunico Productions (India) Limited.

Viewers can also place order for DVD/VCD of the movie through the portal, Mr. Nathani said.

Recently a Completion Party was held at The Royal Classic Club, Mumbai wherein the media and Sindhi Community applauded the efforts of the director and producer. It may be noted that a Sindhi movie has been made after a gap of 6 years. Already the music of the movie is creating ripples among the community as none other than Ghazal maestro Jagjit Singh along with GenX heartthrob Shaan, Roop Kumar Rathod & Richa Sharma have lent their melodious voice to the songs composed by Ghansham Vaswani. Other singers include Shilpa Vaswani and Sadaa Thakur.

Producer of the movie is Denmark-based Mr. M. Harwani, who had earlier produced 'Pyar Ka Tarana' with legendry actor-director Dev Anand. Mr. Harwani's name figures in the 100 MOST PROMINENT GLOBAL INDIANS OF THE WORLD. Mr. Harwani has also announced that he would be producing at least 2-3 Sindhi Films every Year and his next Sindhi Film would be SINDHI ROCKS and it'll be for the Sindhi Youth of today. SINDHI ROCKS will be shot not only in India but also in DUBAI and COPENHAGEN.

PYAR KARE DIS stars Preeti Jhangiani in a special appearance, Jiten Lalwani, Menka Lalwani, Vishal Watwani, Meheck, Neeru Asrani, Seema Motwani, Jaya Asrani, Prakash Ramchandani, Mayuri Raghani, Gunjan Thawrani, Laxman Sachdev, S. C. Makhija & world-famous Sindhi ballet dancer Anila Sunder. Songs are penned by well-known Sindhi poets Prabhu Vafa & Vasdev Nirmal. Choreographer is Rajeev Dinkar, Story is by Kamal Nathani while Screenplay & Dialogue is written by Mahesh Rajput. Gopal Raghani has handled Camera and Editing. Media Consultants are Picture N Kraft, Srikant Bhatia and Nine Winds.

A special screening of the film PYAR KARE DIS was held at FILMS DIVISION AUDITORIUM, New Delhi and the film was highly appreciated by prominent Sindhis Mr. Ram Jethmalani, Mr. Suresh Keswani and top elite Sindhis of Delhi. A campaign of Road Show is underway to promote the film and the main cast alongwith the director is travelling to various places all over India like Gandhidham, Ahmedabad, Nagpur, Amrawati etc. before the release of the film on 14th Sep' 2007.

PYAR KARE DIS is about this power of Love, which can change the way we look at things.

### Synopsis

Puja (Menka Lalwani), daughter of a businessman Ram Matai (Prakash Ramchandani) based in New York, is excited when she learns the news about wedding of his cousin Sunder (Vishal Watwani), scheduled in a month's time at Pune, India. She, at once, decides to visit the country of her origin. On her way from Mumbai to Pune, she meets Dev (Jiten Lalwani), a handsome boy & falls in love.

At home, she notices aunty Padma (Seema Motwani) dominates the household and her uncle Murli's (Neeru Asrani) home is in mess. Dadi (Jaya Asrani), who is not keeping well, is being ignored. Her cousin Sangita (Gunjan Tharwani) is not allowed to do anything on her own. Murli does not want any tension in the house so does not interfere. Every member of the family including Sunder, has surrendered to the whims and fancies of Padma.

With preparations for Sunder's wedding in full swing, Puja begins to take things into her own hands. Twist in the tale comes with revelation that Sunder is not happy with the marriage as he was in love with a Christian girl Rosy (Mehak Bhatia).

Puja decides to fix the problem with the help of Dev. She meets Sunder's fiancé and tells her about Rosy. All hell breaks loose, when news comes from Sunder's would be in-laws that they have decided to break the ties. Following a major showdown Sunder leaves home in anger. Puja is shocked at these happenings.

Now what will Puja do to bring back Sunder? Will Padma ever agree Sunder marrying Rosy? Besides how will Puja convince her father about Dev? An incident from the past is looming large over the fate of Puja and Dev's relationship.

How Puja will handle this situation? For answers to these questions, you will have to watch 'PYAR KARE DIS: FEEL THE POWER OF LOVE'

## Music Review

The soundtrack of the Sindhi movie 'Pyar Kare Dis' consists of five melodious songs of as many moods & a medley, which have a very soothing effect on listeners.

'O Saathi&hellip;,' is a prayer, sung by Ghazal maestro Jagjit Singh and has a soft feel & would be liked by old & young alike, while 'Khushia Mein&hellip;', with foot-tapping music & GenX heartthrob Shaan's voice is bound to hit a chord with teenagers. On the other hand, 'Suhina' has potential to become yet another 'Dama Dum Mast Kalandar', an unforgettable number sung by legendry Runa Laila as Richa Sharma's rustic voice has given this song a new height. Moreover, the song is picturised on Bollywood actress Preeti Jhangiani, so once the movie is released, popularity of the song is bound to rise. 'Tuhinje Dar Te Doolah' is a devotional qawali sung in Sufi style by Roop Kumar Rathod. The song shot in Ulhasnagar's famous Puj Chaliya Sahib Jhulelal Mandir is already a hit with the community. 'Birha Kayo Behaal' is a sad song beautifully sung by Shilpa. Last but not the least there is a medley of songs based on hit Bollywood numbers of yesteryears.

In a nutshell, the album is mix of various moods catering to different generations.

(To have a look at the video album, one can log on to [www.sunicofilms.com](http://www.sunicofilms.com) or [www.youtube.com](http://www.youtube.com) & type 'Pyar Kare Dis' in search column or visit where one can download video clippings, caller tunes & ring tones of songs on his/her mobile.)

## Producer M Harwani Speaks:

It is my humble effort to encourage Sindhi cinema in particular & the language in general. I hope the success of 'Pyar Kare Dis' would change gloomy scenario in the field as a Sindhi movie is a rare occurrence despite the fact that Bollywood boasts many big names from the community. It is unfortunate that in last 60 years only 20-odd Sindhi films have been made. Moreover, in last 15-20 years, movies made in the language were very poor in content. In fact, Sindhi movies made in black & white era with limited resources were well received because they had good stories to tell and were well-made. However with nearly 5 crore Sindhis spread across the globe, I am confident 'Pyar Kare Dis' would set a precedence. More & more film makers would come forward to make Sindhi movies.

## Director Kamal D Nathani Speaks:

'Pyar Kare Dis' has a contemporary theme and portrays the realities which the community is facing today. It is a typical 'feel good' movie with all ingredients of a family entertainer. It is a journey of a Non Resident Indian girl to her country of origin, where she finds the love of her life. USP of the film is the music. I am hopeful people would like the movie & it would contribute in the reviving of Sindhi cinema. There should not be any doubt about this as it is my gut feeling that if a other regional movies could run successfully at the box office, why not a Sindhi movie?

## About the producer

Mangharam Harwani is a successful businessman based in Copenhagen, Denmark. His company Sunico is one of the leading suppliers in electronic goods, mobile phones and telecommunication equipments.

In 1993, Harwani and Dev Anand jointly produced an Indo-Danish feature film 'Pyar Ka Tarana' thereby establishing the banner of Sunico Productions.

Harwani was born in Ajmer, Rajasthan in 1947. After completing his education from Jodhpur as a mechanical engineer, he held a plum post in a multinational oil well logging company, Schlumberger, in the Middle East. He has lived in Bahrain, Dubai, Iran, Kuwait, Muscat in Oman and Qatar. In 1971, Harwani moved to Copenhagen, Denmark.

He was the first ever person of Indian origin to start an import-export business in Denmark. His company Sunico soon earned the reputation as one of the leading suppliers of electronic goods throughout Europe. A recent survey has placed Sunico at number 34 among to 1000 business organisations in Denmark. Apart from his business activities, M. Harwani has established himself as a freelance journalist, focusing on India's political and social aspects. Besides, he started the first Indian terrestrial TV channel in Denmark, The Indiavision.

## About the Director

Kamal D Nathani started his career with Gul Anand to assist in making of 'Chashme Baddoor' and 'Jalwa'.

Having an experience of over two decades in films & television media with over 300 ad films plus some award winning serials, Nathani has to his credit critically acclaimed movies like 'The Hope' and 'With Love... Tumhara' in Hindi besides 'Ker Kahinjo' and 'Aukha Pandh Pyar Ja ' in Sindhi.

Music has been his forte. He has a keen sense as a writer and generally evolves his own style, as a filmmaker be it a serial or an Ad film or even a feature film.

Writer & director Kamal Nathani's debut Hindi film 'The Hope' was about hope, peace, survival and the value of human life. 'The Hope' was screened at various International Film Festivals with tremendous response. The film was screened for the National Awards in 2005 and in Emden, Germany for Bernhard Wicky Award.

The Times Of India wrote: 'It's a story that places Nathani in the league of several other directors like Gulzar (Maachis), Khalid Mohamed (Fiza), Mani Ratnam (Dil Se), Vidhu Vinod Chopra (Mission Kashmir) and Santosh Sivan (The Terrorist), who have been directly or indirectly touched by the Kashmir struggle and have used the medium of cinema to portray either the reality as it exists or create a debate over the prolonged issue of peace having gone to pieces'.

About the music director

Ghansham Vaswani, gifted with a melodious voice, is a discovery from the well known ghazal maestro duo Jagjit Singh and Chitra Singh. Born to Smt. Tulsi & Shri Santu Vaswani, a popular singer of Sindhi Sufi Music, Ghansham has had initial exposure to music at home. In spite of having a highly qualified academic background, Ghansham has chosen music as his main line of pursuit.

After initial training in classical music from Ustad Aaftab Ahmed Khan and Pandit Ajay Pohankar, he continues classical training from Dr. Sushila Pohankar and Pandit Rajaram Shukla.

Ghansham has been regularly performing all over the country and abroad. Having toured Hong Kong, Taiwan, Japan, Bangkok, Singapore, Dubai, South Africa and USA. He is a much sought after singer, busy with recordings for television, AIR concerts, films, T.V. serials and commercials. He has rendered songs for many feature films in Hindi - 'Ankush', 'Kalka', 'Satwaan Aasmaan' etc., and in Sindhi - 'Hal Ta Bhajee Haloon', 'Ammi ya Mummy' & 'Ker Kahinjo' etc.

He has composed music for T.V. serials like 'Abhinetri', 'Bebas', 'Choomantar' & 'Urdu Hai Jiska Naam' besides composing music for Punjabi movie 'Jogi', ghazal album 'Forget Me Not' (T-Series), sung by his guru and mentor Jagjit Singh.

Ghansham has sung and composed music for a very successful popular dance ballet in Sindhi 'Sindh Muhinji Amaa' and also for music dramas 'Amma jo Peengho' and 'Aseen Bi Kuchh Aahiyoon'.