



PYRAMID SAIMIRA

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World's Fastest Growing Entertainment Group

Press Note on Marmayogi

There has been lot of web / press coverages regarding the film MARMAYOGI. Almost all of them were based upon unsubstantiated rumours and to set the records straight, Pyramid Saimira Group issues the following clarification:

1. The film Marmayogi is a tri-lingual in Hindi, Tamil and Telugu and plans are there to produce this natively in English as well. This is a high-cost, high-value project. We would not like to specify the exact cost of the project at this point.

2. The film is based on the detailed story of Mr. Kamal Hassan and Mr. Kamal Hassan is directing the film apart from acting in its lead-role.

3. The film is produced by M/s Pyramid Saimira International Limited and M/s Rajkamal International Ltd.

4. A formal agreement has been signed between the parties and a detailed planning for the project is going at frantic phase. The project will be a land-mark project in the technical as well as cinematic qualities and would try to project Indian cinema internationally in the best possible manner.

5. In a project of this mega-size, the decisions of lead artists, technicians and other key people are always taken jointly and with utmost care and consideration and therefore, questions of confusions on this matter does not arise.

6. The project of this size and nature could not be implemented without a proper exploitation plan and a viability study. No company / organized entity would undertake such a huge project with misplaced assumptions and heuristics. Pyramid Saimira has made a detailed study on the exploitation of this film and feels that this project will bring adequate profit to all stake holders befitting the risk taken by them.