



PVR Pictures 'The Hole in 3D' **Surprises at the box office in week 1**

March 24, 2011, Mumbai: India loves a scary movie, and this fact was proved over again with PVR Picture's latest release 'The Hole in 3 D', directed by Joe Dante, starring Chris Massaglia, Haley Bennett, Nathan Gamble, Teri Polo continuing to do great business at the box office.

In an industry where one week is often considered a good run at the box office, this film is now enters its second week, on the back of a strong opening, with collections (18th March - 22nd March) reaching Rs. 70,00,000. The movie is playing across 50 screens across India.

Commenting on this **Mr. Deepak Sharma, COO - PVR Pictures** said, "We are pleased to have received a great initial response on 'The Hole 3D' and looking forward to scare more people across the country. The 3D effects in the movie is making the audiences sit up in delight and crave for more".

FILM SYNOPSIS: From visionary director Joe Dante comes a suspense thriller that explores the fears and secrets buried deep in the human mind. Life couldn't possibly get worse, or so thought 17 year old Dane (Chris Massaglia) and his 10 year old brother Lucas (Nathan Gamble), when their single mother Susan (Teri Polo) uproots them from New York City to the sleepy little town of Bensonville. For Dane the only exciting thing about their new town is the beautiful girl next door, Julie (Haley Bennett). With Susan spending more and more time at work, Dane and Lucas are left unattended to explore the depths of their eerie new residence. With Dane paying more attention to Julie, he has far less time and patience for his little brother. But then everything changes when they find a sinister bottomless hole under a locked trap door in the basement. As the brothers experiment with the hole they realize that the cold pit goes on forever. They drop a nail and never hear it hit bottom. They lower a flashlight and a video camera and they get consumed by the darkness. Hoping for some answers about the house's past, Dane and Lucas bring Julie in on their new discovery. When the hole is exposed, evil is unleashed. With strange shadows lurking around every corner and past nightmares coming to life, the trio will have to come face to face their darkest fears to put an end to THE HOLE.

About PVR Group:

PVR Group is among India's leading integrated media & entertainment players with a significant presence in film entertainment and retail entertainment landscape. Regarded as the pioneers of the multiplex revolution in India, currently, PVR's cinemas serve an aggregate of more than 17.5 million patrons annually. It operates a geographically diverse cinema circuit of 136 screens with presence in 18 cities across India. PVR Pictures is the flagship film production and



distribution arm of PVR Group and has built an impressive film slate in Hindi & English, which it markets and distributes. PVR Pictures made an enormously successful film production debut in 2007 with 'Taare Zameen Par' & 'Jaane Tu Ya Jaane Na' and has continued to build on its creative leadership in film industry, since then. Its current year production slate includes 'Khelein Hum Jee Jaan Se' (Abhishek Bachchan & Deepika Padukone) with Ashutosh Gowariker Productions Pvt. Ltd & 'Mad Madder Maddest' with Rakeysh Omprakash Mehra Productions.

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