

Finding Fanny premiere to be held 17 days before its release

•Written by amit bachchan•

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First Bollywood film to have such an early premiere, shows how confident the makers are of the movie , Homi Adajania's film Finding Fanny has been in the news for all the right reasons. The stellar star cast of the movie starring Arjun Kapoor, Deepika Padukone, Naseeruddin Shah, Pankaj Kapoor and Dimple Kapadia have been an instant hit among audiences as the trailer of the quirky comedy was appreciated by one and all. The feedback on the film has been so positive that the makers have decided to premiere the film on the 25th of August - 17 days before the release! This is for the first time in the history of Bollywood that a premiere is happening so early and it goes on to show the confidence the makers - Maddock Films and Fox Star Studios - have on the film.

"Premiering a film two weeks before its release has never been done and yes, we are willing to stick our necks out with a unique product like Finding Fanny. We want opinion makers and regular movie-goers to watch the film and share their views. Sure it could spawn a variety of opinions and this is a healthy sign. As long as this strategy generates an actively interested forum for the film, it works for us," says Producer Dinesh Vijan.

Shikha Kapur, Chief Marketing Officer of Fox Star Studios, adds, "We are confident and extremely proud of Finding Fanny. Homi has made an exceptional film with impeccable performances. A product this strong and unique deserves an equally unique marketing approach. Thus, we are inverting the course of the promotions of Finding Fanny. We will be commencing our campaign with the premiere of the film."

Finding Fanny is an off the wall, comical story about five oddballs who venture out to find Stefanie Fernandes (Fanny); in the process, they discover a strange sense of solace and love amongst each other, and end up seeing a point to their previously pointless lives. The film releases on September 12.

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