

## **VERONICA PRODUCTION LTD**

(Formerly known as Jagran Production Limited)

### **Press Release**

#### **VERONICA PRODUCTION LTD VENTURING IN TO PRODUCTION OF GUJRATI MOVIES**

The Company has joined hands with Purple Entertainment for producing 5 block buster Gujarati Movies. The regional film industry is flourishing in India and the quality and standards of regional films is now way ahead compare to the past. Regional films are also revenue earner as it has long shelf life. Gujarati film industry has been suffering because of quality issues and longterm vision. Gujarat is a huge market for regional films and contains tremendous growth potential for serious players. VERONICA, with its expertise is posed to create revolution in the Gujarati film making world along with Purple Entertainment. Veronica is also planning to enter into other regional film markets gradually.

Veronica Production Limited, a listed entity at BSE, till date the Company main activity was printing media including trading into media related items and now Company is venturing into production of regional Movies. The Company also looking its corporate office at Mumbai, so that more revenue will be generate of the Company.