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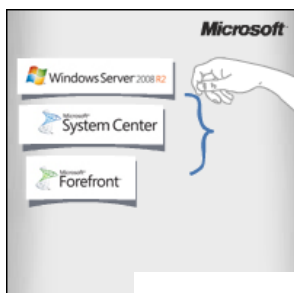
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Kent Walwin, High Ground join hands on film & TV projects

Story By: **BUSINESSOFCINEMA.COM TEAM** updated on: **Dec 02, 2009**

MUMBAI: British film and television producer Kent Walwin has joined hands with Mumbai-based High Ground Enterprise Ltd (HGEL) to work on two independent projects in the television and film arena.

The television project, a reality movie show, will be the first ever attempt by an Indian production house to create an Indian television software property, which will be simultaneously marketed in 30 odd countries.

The reality movie show titled Make Me A Movie Star, to be aired on an Indian channel, is based on Bollywood theme with the winners finally getting a break in an international movie project.

HGEL founder and group CEO Karan Arora said, "Indian TV shows till now have either been versions of internationally hit formats or relegated to domestic formats with no marketing potential for global audiences. While our unique reality show concept which would also culminate into an international movie project would take off in the Indian market; it will be marketed in more than 30 countries with Kent's expertise and distribution network."

Walwin added, "The TV show is all about encouraging young talent and having multiple winners who will eventually get a break in an international film project. The concept of the Make Me A Movie Star is to shortlist untapped talent and award them with a movie project rightaway which will be shot in India for a worldwide audience."

Walwin will also be associated with HGEL's Indo-UK film project based on Gautam Buddha, which is to be directed by Shyam Benegal.

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