



Chanakya Speaks - The Seven Pillars For Business Success From Shemaroo Entertainment Wins at Indie Fest

Ancient Wisdom from India, unveiled through an entertaining and educating documentary feature film

For Immediate Release

MUMBAI, India/EWORLDWIRE/Nov. 1, 2012 --- Chanakya Speaks - The Seven Pillars for Business Success, produced by Shemaroo Entertainment (<http://www.shemaroo.com>), has won the prestigious Award of Merit at The Indie Fest in the category of Feature Documentary.

The film aims to simplify the teachings of an ancient Indian teacher, economist, political thinker, warfare expert, minister and master strategist, Chanakya, who wrote an ancient political treatise - Arthashastra - commonly known as "the scripture of wealth." Chanakya is also known to some in the West as "India's Machiavelli," though he lived as early as the 4th century B.C. in India.

According to Shemaroo Entertainment Director Hiren Gada, "The film aims to makes the teachings relevant for today's leaders of the corporate world and management students, be it from the East or West of the world."

Directed by corporate filmmaker, Mr. Vasudevan Srinivasan, the story revolves around the quest of a young business executive trying to rediscover Chanakya's teachings in today's cluttered competitive space. The "Construct for Governance" in the Arthashastra is "The Saptangas" - meaning "The 7 Pillars for Running a Successful Kingdom."

The film features insights into the seven pillars in the contemporary context by Indian business leaders:

- Mr. Narayana Murthy (Chairman Emeritus, Infosys Ltd.)
- Dr. Sanrupt Misra (Director-Group HR, CEO-Carbon Black Business, Aditya Birla Group)
- Vinita Bali (Managing Director, Britannia Industries Ltd.)
- Subroto Bagchi (Chairman, MindTree Ltd.)
- Raamdeo Agrawal (Joint Managing Director, Motilal Oswal Financial Services Ltd.)
- D. Sivanandhan (Director General of Police (Retd.), Maharashtra)

"It's a moment of pride for us as our efforts get recognized worldwide. The overwhelming response from both national and international audiences confirms our conviction about the relevance of Chanakya's teachings in the contemporary business environment," stated Gada.

The Indie Fest recognizes film professionals who demonstrate exceptional achievement in craft and creativity, and those who produce standout entertainment or contribute to profound social change. Entries are judged by highly qualified professionals in the film industry. Information about the Indie Fest and a list of recent winners can be found at <http://www.theindiefest.com>.

The film is available in the following formats and can be purchased online on <http://www.chanakyaspeaks.in>:

- DVD (for private home viewing)
- Screening Rights Version (for public viewing) for corporations, educational institutions, universities and colleges, and state, county and national libraries (this includes 5 DVDs of the film and screening permission letter from Shemaroo Entertainment (the copyright (IPR) holder)

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