

## **Press Release**

Gautam Rajadhyakhsa and Valuable Group's joint endeavor

### **“Chehare” Released at the hands of Lata Mangeshkar**

Mumbai, Friday 18 June 2010: Lata Mangeshkar, the legendary singer released a hallmark book of photographs, titled “Chehare” in Marathi, by veteran photographer Gautam Rajadhyaksha at a glittering function held at J. W. Marriot Hotel here today. The book is brought out by Valuable Group.

An ace photographer for over four decades, Gautam has shot several generations of Bollywood stars, industrialists and sportsmen. In this marvelously produced coffee table book, one finds, apart from stars and starlets, personalities like Field Marshall Sam Maneckshaw, Ratan Tata and Sachin Tendulkar. The pictures are accompanied with Gautam's personal impressions of these personalities and their fond memories.

An emotionally charged and nostalgic Rajadhyaksha said, “This book is my salute to those whose pictures appear in the book. They gave me a lot apart from posing before my camera. I learnt something or the other from each one of them which made me improve not only as a photographer but as a human being too. This is an exchange of dialogue and emotions with them through the lens of my camera and hence I thought it appropriate to pen it down in my mother tongue, Marathi. I am fortunate that Valuable Group promoted by Sanjay Gaikwad and Narendra Hete are also Marathi speaking people from the film industry. In spite of being a high end technology company, their umbilical cord with Marathi culture and values is very much intact. Their emphasis on maintaining the top quality of production of this book was indeed praiseworthy. These people have pioneered the science of projecting films via satellite

like the other Marathi pioneer 100 years ago late Dadasaheb Phalke who gave birth to Indian film industry.”

Speaking on behalf of Valuable Group, Ameya Hete, Executive Director said that though we are digital media and technology company, we cherish the importance of art and literature. When the proposal for sponsoring this book was presented to us, the opportunity was not a commercial one, but one of emotional value. Mr. Rajadhyksha, through his entire career has captured the sheer essence of the personalities behind the faces that he has photographed. The people captured in his camera too are the ones who have left a lasting imprint on the history. We believe that this book is a rare treasure and a treatise of history that needs to be preserved. We do not wish to commercialize this book but present it to connoisseurs who understand and appreciate the treasure within.

Hete recalled that last year Valuable Group produced a DVD called “Bageshree” sung by Pundit Bhimsen Joshi on a similar line.

The function was attended by many famous personalities from film industry and intelligentsia.

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