

## **Peter England is official wardrobe sponsor for *Taskara***

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Taskara is an upcoming Telugu movie being produced under the banner of LIBRA Media & Entertainment (LME) Motion Pictures. The first neo-noir genre Telugu movie, Taskara is also the first movie to deal with the subject of cyber heist and financial system of the world in Indian films. The plot of the movie is about how a huge sum of money has been stolen from the central bank.

The background score of the movie is by Mr. Rohit Kumar who works at the A R Rahman School of Music and the Director of Photography is Mr. Rajendra P Nadh. Shot at various locations in Andhra Pradesh and Telangana, parts of the movie were also filmed in foreign locations. The VFX supervisor is Mr. Himanshu Sahni and the VFX of this movie would be special attraction said a spokesperson from the direction department.

The movie stars Kiriti (host of the talk show Arambham), Nesa, Srinivas Govind, Srinivas P and Srini Prabhala. Producer Md. Ansari said that the movie would be a refreshing change in the world of Telugu cinema with a novel plot and innovative screenplay. The trailer, which was released during Pongal 2015, has grabbed the attention of people and media alike. The trailer on Youtube has crossed 1,25,000 views making it one of the most viewed Telugu trailers this year.

India's most loved menswear brand Peter England associated with the movie as wardrobe sponsors. Other sponsor brand is the cereal Nutricrisp. The movie has completed its shooting and post production is in its final stages as well. Producer Md. Ansari mentioned the release would be in summer this year.

Speaking about this association, Mr. Kedar Apshankar, COO, Peter England, said, "We deeply value this association with LIBRA Media & Entertainment (LME) Motion Pictures. We are excited to be the official wardrobe sponsors for Taskara starring Kiriti Rambhatla as the lead actor along with Sampath Raj and Srinivas Govind. I am sure the movie will excite and entertain the audiences. We extend our best wishes for the success of the film and we are sure that the viewers will get inspired by the stylish Peter England apparel featured in the movie. With more than 600 stores in the country and over 50 of them in Andhra Pradesh and Telangana, one can now shop for stylish apparel and accessories from our exclusive stores."