

Dear Family,

Om Shanti and Greetings from USA!!!!!!

As you all are aware that we were working on the film "**the TIME is... NOW**" since the last 3 years which is shot in 14 countries has now released theatrically in USA. The film was released on Friday, 9th August in the Pocono Cinemas, Pennsylvania and on Saturday, 10th August we had a Press Conference with a Meet & Greet with the audience after the evening show. The film will be screened here for 1 whole week with about 3 to 4 shows per day and then will be released in New York, Los Angeles and other parts of USA.

The response of the film has been phenomenal and has got excellent Press and Media coverage all over. It was a FULL HOUSE and many of the viewers had to wait for the night show. We had Sister Jenna, Sister Gita and a few more brahmins for Washington & New Jersey. Just on the next day of the release, the film made it to the Front Page News of the Pocono Record Newspaper. This is a very proud moment for all of us in the Yagya because this is happening for the first time that a film made by BKs has been released in commercial theaters with front page news coverage. The film got very good reviews not only in the Print Media, but on Electronic Media too. Just after the 10th August event, Vishal did an exclusive prime time interview for Channel 13 which is a prominent News Network on the East Coast of USA.

So we thank our beloved BABA, Sweet Dadis, all RCs and our entire brahmin family to stand by us in the making of this film. Thank you all for all your good wishes and continued support. Enclosed with this email are a few pics of the event along with the Front Page News. To know more about the film and to get the latest updates of the film, kindly log on to www.thetimeisnowmovie.com