

Saif to co-produce and headline the Hindi adaptation of Nordic drama *The Bridge*

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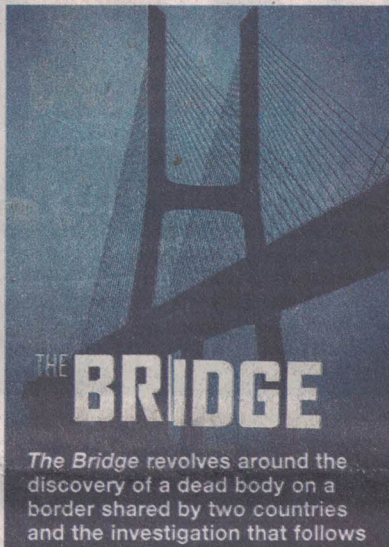


Rishi Negi and Saif Ali Khan

The Danish-Swedish series, *Bron/Broen* (*The Bridge*), will be adapted in Hindi by Endemol Shine India, a Banijay company, and Black Knight Films. The Hindi edition of the series will star Saif Ali Khan, who will also jointly produce the project under the Black Knight Films banner. The concept of *The Bridge* has universal appeal, as it can be understood and appreciated by a global audience that is used to living in a world of borders. The show opens with a dead body discovered on a border that is shared by two countries — half the body lies in one and the other half in another. This discovery leads to a joint investigation by the police forces of the two regions, forcing detectives from both sides to work together to solve the crime.

The unique premise of *The Bridge* has led to its adaptation in multiple languages, set across the international borders of US-Mexico, UK-France, Germany-Austria, Singapore-Malaysia and Russia-Estonia. The original has aired in more than 188 countries.

Rishi Negi, CEO, Endemol Shine India, said,



“A gem from the Banijay library, *The Bridge*’s script is powerful, as it speaks a language recognised and enjoyed by audiences sitting anywhere in the world. It is a global story that can be made distinctively local, using the basic premise of the series, and we look forward to recreating the magic of this show to captivate the Indian audience.”

Saif Ali Khan said, “As an actor and producer, this is the one-of-a-kind opportunity that one waits for. Apart from the great roles, the most exciting thing about the series these days is the ability to really push creativity and honesty, which is the biggest excitement for me. It is a story that has been adapted the world over and loved by audiences, irrespective of their geographies, so yes, my team and I at Black Knight Films – Kunjal Punamiya (CEO/co-producer) and Pavan Kriplani (Creative Producer/co-producer) are super excited to be associated with this project and getting it rolling.”