

After Shah Rukh's 'Raees', Mahira busy promoting 'Bin Roye'

Film was partly shot in UAE

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Popular Pakistani actress Mahira Khan to debut in Bollywood. (Twitter)

Pakistani actress Mahira Khan finished her first schedule with Shah Rukh Khan in April and is all set to be a part of the second schedule of Rahul Dholakia's 'Raees', come August.

Mahira, best known for her show 'Humsafar', has now launched a promotional blitzkrieg for her next movie 'Bin Roye'.

Mahira along with co-star Humayun Saeed and Armeena Rana Khan attended the music launch of their upcoming film 'Bin Roye' in Dubai on Sunday.

Mahira wrote on her Twitter account: "Lived with this film for what seems like a lifetime.Blood,sweat,tears,heart & soul..given it my all.#BinRoye this Eid."

This kind of promotional campaign outside the country before the release of a film is an unprecedented move by a Pakistani film crew.

Such global publicity drives are otherwise an usual affair for Indian Hindi film industry.

'Bin Roye' will be simultaneously released in Pakistan and across the UAE, Bahrain and Oman during Eid.

Partly shot in the UAE, the film's trailer received a good response from fans and advance tickets will also go on sale before the release.

'Bin Roye' (Without Crying) is directed by Momina Duraid and Shahzad Kashmiri.

The movie is based on the best-seller 'Bin Roye Ansoo' by Farhat Ishtiaq. The novel is about two sisters whose loyalties to each other are tested by a man.

On the Bollywood front, Mahira's 'Raees' will see her play a Muslim girl while Shah Rukh Khan will be seen as a Gujarati bootlegger. The film is set in a Muslim ghetto in Gujarat in the 1980s.

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