

# pickle

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Rituparno Ghosh's *Choker Bali* now running in Paris

Indian Cinema has a new global script

## IT'S INDIA EVERYWHERE

Indian films are occupying a significant space in the global mind

**F**rom Paris to Rome and New York to Australia Indian cinema is a major hit. We take a look at who is watching our movies.

**PARIS:** Majority of taxi drivers in Paris are familiar with Aishwarya Rai. At Cannes, Ash's photographs are retailed in local shops for ten Euros. Ash starring Rituparno Ghosh's *Choker Bali* is currently running to a decent crowd at Paris. The competition for Ash's film is Sanjay Leela Bansali's *Black* and Deepa Mehta's *Water*. There is also a non-resident-Indian film festival currently going on at Paris,

organised by Martine Armand at the Auditorium Guimet. The

Auditorium was overcrowded during the screenings of *Monsoon Wedding*, *Swades*, *Bride and Prejudice*, *Heat and Dust*. Martine, a well-known Indian programmer, who has screened over 300 Indian movies in 17 years, says that Indian cinema is seeing its glorious time at France. France has also bestowed Amitabh Bachchan with its highest civilian honor, The Legion d'honneur.

**ROME:** Mira Nair's film *The Namesake* starring Tabu and Irrfan Khan opened international pre-

miere section at the Rome Film Festival last week. *The Name Sake* is an adaptation of Jhumpa Lahiri's novel 'The Namesake'. The Indian film industry is the talking point at Rome streets.

**NEW YORK:** Mira Nair's *The Namesake* will open the festival of films from Indian Diaspora organised by the Indo-American Arts Council on November 1, 2006.

Irrfan Khan's other film *Dubai Return* (directed by Aditya Bhattacharya) is screened on November 4, 2006. Manhattanites will get to see this movie before Mumbaikars. **Cont on page 2**

**Bollywood is one of India's best global brands. The Indian films are screened in over 80 countries and reach to nearly 4 billion people worldwide**

## Global popularity of Indian Cinema

### Shot in Rajasthan



One Night With the King

What's the Indian connection with the Jewish film *One Night With the King*? The film made on a \$20 million budget was shot on a location at an old majestic palace in Rajasthan. The film opened last week in over 1000 theatres across the US. The film produced by Matthew Crouch is based on the biblical Book of Esther. It "brims with adventure, intrigue, romance and wonder". A number of movies like *One Night* are now shot in various Indian locales, which is cost effective for overseas producers. The success of Mel Gibson's *The Passion of the Christ* has given way to these faith movies. It has aroused interest in Hollywood, particularly as a major entry into the domain of the Christian-produced films aimed at "faith families."

# They own the best of Indian Cinema

Pickle picks the top film exporters from India

#### Adlabs Films Ltd

Anil Ambani-owned Adlabs is the biggest integrated entertainment conglomerate in India with a presence in the entire value chain of the movie industry. Adlabs has acquired distribution rights of some of the most awaited big movies of the new releases.

Contact: sunir@adlabfilms.com

#### AP International

AP International is the largest overseas copyright owner of Tamil film software for home video and digital distribution.

Contact: sanjay@apinternational-films.com

#### Eros International

The company pioneers in the distribution of Bollywood films outside India and it has over 1,500 movies in several dubbed and subtitled languages.

Contact: kumar@erosintl.co.uk

#### Madhu Entertainment

The company has diverse selection of programming including telenov-

els, documentaries, award winning television series and feature films.

Contact: madhuent@vsnl.com

#### Shemaroo Video

It has been in the home entertainment business over the last 25 years. Contact:

kalapi@shemaroo.com

#### Sunstone Entertainment

It has been exporting Indian films commercially for the last 26 years across the world. Contact: sunstone@vsnl.net

#### Ultra Distributors

Ultra has over 400 films available for worldwide territories for all formats and media. Contact:

ultra@vsnl.com.

#### Yashraj Films

They are big, have a comprehensive library of Indian movies.

Contact

distribution@yashrajfilms.com

(If you want to be part of this list in the forthcoming issues please email your inputs with a contact telephone number to natvid@gmail.com)

## Awaara, most popular film of all times

UK Journal devotes special Indian Cinema issue

Professor Dina Iordanova, head of Film Studies at the University of St Andrews, believes that '*Awaara*', (1951) starring Raj Kapoor, has enjoyed more transnational success than any other film over a prolonged period of time. Professor Iordanova makes the claim in a special issue of the academic film journal, 'South Asian Popular Cinema', which she co-edits with Dimitris Eleftheriotis of the University of Glasgow. The Indian issue features articles which explore the popularity of Indian cinema abroad and focuses on periods of 'massive international interest and



Dina Iordanova

export' starting in the 1930s and peaking around the 1960s.

Contrary to popular belief, Indian cinema (or the so-called 'Bollywood explosion') has been enjoyed around the world for decades - and most unusually in places with little or no Indian populations. In many places around the world, Indian cinema has traditionally been more popular than Hollywood film.

The publication of this new research, revealing lesser-known aspects of the international popularity of Indian cinema, has triggered great interest in India.

Credit: Alan Richardson

### Going global

## New York Australia...

From page 1

**NEW YORK:** The other films from South Asia include Suman Ghosh's *Podokkhep*, *My Bollywood Bride* by Rajiv Virani, *American Blend* by Varun Khanna among others. The festival will close November 5 with the screening of Jagmohan Mundhra's *Backwaters*.

**AUSTRALIA:** Movies with strong Indian themes have readymade audience at Australia. The Indian Film Festival is currently on at Cinema Paris till October 19; Cinema Nova in Melbourne, October 12-25; then Perth, Adelaide, Canberra, Brisbane and Auckland. The festival also include a seven-movie Yash Chopra Retrospective section. The festival will also screen regional language films like Ayutha Ezhuthu, and English films like *Being Cyrus* and *15 Park Avenue*.

**Film sends the message of tiger extinction**

# The Forest is looking for domestic distribution

Ashvin Kumar's horror film has secured Arlight for global distribution

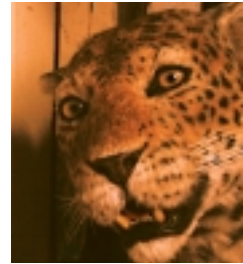
The tiger will be extinct within a decade from now and India (indeed the world) shall lose one of the most spectacular natural wonders. With this as a powerful message, *The Forest* is scouting for domestic distribution in India. The film is likely to see its global release by March next year and has secured Archlight Films to distribute the overseas market.

"*The Forest* attempts to bring people who are not sensitive to this issue through the medium of a horror. It is the scariest movie ever made in India," said Ashvin Kumar of Alipur films who has produced and directed this India-UK joint production. Kumar has penned the script of the film.

This Hindi-language thriller concerns a young married couple who go on vacation in hopes of forestalling divorce but are so pre-occupied by their anger that they ignore signs of a man-eating leopard. The stars in *The Forest* include Saleem Ali Zaidi, Nandana Sen, Ankur Vikal, Javed Jaffery among



Ashvin Kumar at *The Forest* shooting spot



The leopards in the film were flown from France and handled by Thierry Le Portiere the trainer who's done films like *Gladiator* and *Two Brothers*

**The Forest, claimed to be the scariest film ever made in India is in Hindi and English. It will also be dubbed in three South Indian languages**

others. Company officials said that this is the first international film to complete all post production work in India.

The wildlife photography is done by the Bedi Brothers (legendary wildlife photographers of India) shot the Tiger for the first time in the Super 35mm format.

Kumar is known for his short film *Little Terrorist* which has been Oscar-nominated for short film. Kumar also worked on "Road to Ladakh," with James and the U.K. Film Council.

## The Business of Screens

Reaching the magic figure of 100 crore for an Indian film in opening weekend. Will it be a reality?

Hollywood and its three day business model. Open wide 4000 plus screens, rake in the moolah and before anyone has a chance to comment the film is good or bad, the film has done its business

(eg *Superman Returns* and more importantly *Da Vinci Code* made its money before people could react and bans effected).

India has for long been a 250 prints market. Things are now changing. *Krish* was released with 800 prints. *Janeman* could be around 750 prints. But the numbers not yet match it. But they should in next three years. Currently there are over 100 multiplex screens. They account for over 60% of box office collections. Adlabs has grown by triple

in this accounting year - by March 31, 2006 they will have 150 screens. Similar growth is expected from PVR, Inox, Shringar and Fun City. Conservative estimates indicate keeping in mind the growth of multiplex screens, India should be having 2500-3000 print release within three years.

Currently, we have 400 digital Cinema screens in India. This is likely to touch 1200 screens by 2010. This gives us the optimism for a weekend collection of Rs 100 crore.

**Pankaj Kapoor**

## Market Indicators

# Overview

The Media and entertainment industry needs to take strong measures to crush piracy and stop copyright infringement. There is also a critical need to bring filmed entertainment space into the concurrent list. We also need legislative and fiscal support for giving push to the outsourcing business in entertainment and setting up of world class post-production & CGI facilities. The most important aspect is -- visioning a global market place and the will to be a global player.

Media & Entertainment Companies traded in the Bonbay Stock Exchange (value in Rs)

Company name	Oct 13, 2006	P/E ratio
Adlabs Films	352.35	29.07
Balaji Telefilm	136.50	12.83
Cinevista Ltd	25.35	105.63
Crest Animation	137.10	-----
Cyber Media	104.95	26.50
Deccan Chronicle	533.00	23.63
ETC Networks	47.00	9.96
ENT Network India	234.70	209.55
Galaxy Entertainment	198.00	278.30
HT Media	590.0	600.25
Inox Leisure	151.70	27.09
JagranPrakashan	303.60	16.44
K Sera Sera	31.60	-----*
Mukta Arts	58.90	-----*
NDTV	239.75	-34.65
PVR	240.90	45.28
Pritish Nandy	47.95	-11.64
Sahara One	310.00	80.73
Saregama India	183.65	24.29
Shringar Cinema	64.95	40.95
Sun TV	1248.35	1155.88
TV 18	605.00	74.51
TV Today Network	74.70	71.83
TIPS Industrie	21.10	52.75
UTV Software	181.40	-----*
Zee Telefilms	297.20	195.53

\* denotes company in loss

## Contact Information

Send your letters, views, suggestions to  
The Editor

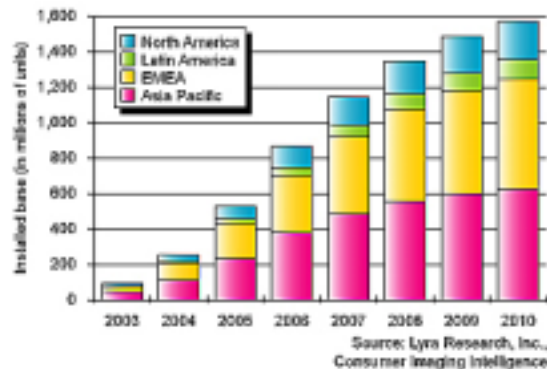
**PICKLE**

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## PICKLE DIGEST

Worldwide Camera Phone Installed Base by Region



## 600m camera phones in the Asia Pac Region

US-based Lyra report says that there will be 600 million camera phones in 2010 in the Asia Pacific region with major growth from India and China. This is good news for mobile entertainment content creators as this has the potential to result in more business for showbiz content.

## 9 Tamil Films to be released on Deepavali

As many as nine Tamil movies are set for release on Deepavali day October 21, 2006. This includes Ajith's *Varalaaru* (Godfather), Simbu's *Vallavan*, Saran's *Vattaram*, Vijayakanth's *Dharmapuri*, Jeeva's *E*, Sarath Kumar's *Thalaimagan*, S.J. Suryah's *Thirumagan*, Arjun's *Vathiyar* and Srikanth's *Kizhaku Kadarkarai Salai*.

## Bollywood hits on Comcast from Eros

Eros and International Networks, a Comcast subsidiary, have come together in a content-distribution alliance to launch the US' first Bollywood subscription video-on-demand service branded 'Bollywood Hits On Demand'. The service, which goes live today, will allow subscribers to get popular Indian movies on demand, including the latest releases, blockbusters and evergreen classics.

The service will initially offer 50 hours of content per month and refresh 50% of its offerings each month. At first, approximately 20 Bollywood movie titles will be featured monthly, and Bollywood music and television series' will be added at a later date.

This new launch will bring additional revenues to Eros from their overseas collections. This is a big addition to the video on demand market for Hindi movies.

## BY THE NUMBER

**10,061** That's the total number of market professionals registered for Cannes Film Market from 91 countries in 2006. This is compared to 9,476 participants from 83 countries in 2005. China had 82 participants (compared to 41 last year), India, with 131 participants (compared to 88 in 2005), Japan, with 472 participants (418 last year).