

# pickle

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## Adlabs and Ocher to co-produce 3-D animation Sultan



PHOTO: OCHER STUDIOS

# taste **Tamil** market

Corporates in the filmed entertainment space are aggressively moving into Tamil film co-production

By N VIDYASAGAR

**A**dlabs Films has entered the Tamil Cinema market with Ajit-starring *Kireedom* -- their first co-production in a Tamil film. *Kireedom*, which was released on July 20 had positive reviews and the response from viewers' at Chennai's Sathyam multiplex is a clear signal of moderate box office collection in the coming weeks. This is a real boost to Adlabs as they have picked the right partner in Sujata Cine Arts -- which has produced a movie after a gap of 17 years. Adlabs Films is a member of the Reliance Anil Dhirubhai Ambani Group.

In fact the biggest movie of Adlabs in 2008 will be 3-D animated \$10 million budgeted *Sultan The Warrior* (with animated body face and voice rendered by Rajnikanth). *Sultan* is a co-production with Ocher Studio, run by Rajnikanth's younger daughter Soundarya. Rajnikanth is in

Belgium now for *Sultan*'s imaging. *Sultan* will be animated in Tamil, Telugu, Hindi and English.

It is not just Adlabs who are betting on Tamil Cinema. Ronnie Screwvala's UTV, which has done prime time TV ad sales for Tamil serials has now partnered with Radhika's Radaan to co-produce *Kannamoochi Yenada* (directed by Priya V (groomed by Maniratnam).

UTV has signed an MoU with Radaan to produce four Tamil films this year. Moser Baer is working with Prakash Raj on a Tamil film. Industry analysts observed that this trend will bring an end to the disparity between national and regional cinema, in the long run.

Moreover, this trend is not visible only in corporates entering Tamil cinema. It is also happening in Bengali cinema. Sahara is betting on a bouquet of Bengali films. Adlabs will release Manmohan Singh's *Mitti Awaazan Mardi* starring Harbhajan Mann in Punjabi,

### Adlabs releases to watch for

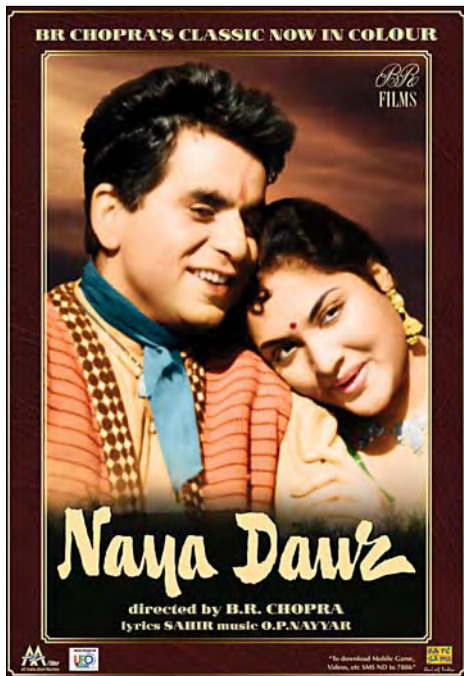
- *Marigold* (Salman Khan)
- Anubhav Sinha's *Cash*
- Ram Gopal Varma's *Ki Aag*
- Ram Gopal Varma's *Sarkar Raaj*.
- Sriram Raghavan's *Johnny Gaddaar*
- Sudhir Mishra's *Khoya*
- *Khoya Chand*
- *Dil Dosti* directed by Manish Tiwary
- Priyadarshan's *Dhol*
- Indra Kumar's *Dhamaal*
- Viveck Vaswani's *Dulha Mil Gaya*
- Harry Baweja's *Love Story 2050*

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**Shemaroo to release *Naya Daur* in the overseas market**

# Naya Daur in Colour

The fifties blockbuster was coloured by West Wings for \$1 million



**B**R Chopra's *Naya Daur* (Starring Dilip Kumar, Vyjayantimala) will be released in India and around the world in color with dolby digital sound. This blockbuster has been coloured at the cost of approximately \$1 million. The whole process has been done by a Florida based agency named West Wings, who also set up a temporary unit in Goa only to colour the film. Fifty years after the release on August 15, 1957, the colour version will roll out on Aug 3, 2007. Shemaroo Entertainment has bagged the overseas rights. *Naya Daur* is a big treat for any international film festivals looking for a classic from India. It took Rs

14 lakh to make the movie. In those days it grossed \$2.25 crore. "*Naya Daur* is one of my father's classics. The younger audiences don't watch black and white films, so maybe colour will entice them to watch content, which I feel is relevant even today," says Ravi Chopra, son of BR Chopra, who has spent over two-and-a-half years on colourisation, background score and restoration of the original negative. In 1956, BR Films and Sa Re Ga Ma came together for the music of this film. Fifty one year later, they have relaunched the music of *Naya Daur*. 100 prints are set to be released in the domestic market and 25 in the overseas market.

**NAYA DAUR IS A BIG TREAT FOR ANY INTERNATIONAL FILM FESTIVAL PROGRAMMER LOOKING FOR A CLASSIC FROM INDIA**

## Adlabs taste Tamil market

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later this year. Production houses based out of Tamil Nadu are entering the Hindi market. GV Films is producing two films directed by Satish Kaushik and Aneez Bazmee. AVM productions is dubbing *Sivaji* in Hindi.

Back to *Kireedom*. A remake of the Malayalam hit of the 80s, *Kireedom* has a great storyline, there is humanism in the movie. The film was altered to the sensibilities of the Tamil market and Adlabs had given the complete creative freedom to Sujata Cine Arts.

"We have been eagerly awaiting the release of our first Tamil film as the market has shown immense potential with recent releases breaking records both domestically and internationally," said Manmohan Shetty, CMD Adlabs Films. Suresh Balaje, Head - Sujatha Cine Arts, said: "It's great to come back with a good film featuring excellent performances."

Adlabs is already doing another Tamil movie *Yavarum Nalam*, starring Madhavan. This time, they are producing the movie on their own and Sujata Cine Arts will be the line producer. (They have the claim to fame after successful execution



*Kireedom* open new avenues for Adlabs in Tamil Nadu market

of films like *Malamaal Weekly*, *Chup Chupke* and so on).

Trade analysts maintained that Tamil films dominated the box office collections in the first six months compared to other language films. Twelve out of 50 Tamil movies have done well in the box office collections in the first six months. This success rate was not been met by Hindi films this year.

AVM's *Sivaji*, starring Rajnikant topped the chart. Vijay's *Pokkiri* was another big hit followed by the likes of *Mozhi*, *Paruthiveeran*, *Naan Avan Illai*, *Unnale Unnale* and *Chennai 6000028*. The boom is set to continue with big movies set for release this year including Vikram's *Bheema*, *Malaikottai* featuring Vishal, Kamal Haasan's *Dasavatham*, Surya starrer *Vel*, Silambarasan's *Kettavan* and Dhanush's *Yaradi Nee Mohini*.

**Twelve out of 50 Tamil movies have done well in the box office collections in the first six months of 2007**

**Kaushik Roy's Apna Asman awarded German Star of India**

# India wins German hearts at Stuttgart

The big surprise at Stuttgart was that German's who doesn't share cultural links with India were interested in Indian cinema



By JULIA WESSEL

Under almost unbearable heat that could rival the hottest season of Kolkatta and had even the Indian guests complaining, hundreds of cinemagoers settled down in air-conditioned movie halls to watch a rich variety of films from Bollywood mainstream like *Don* and *Kabhi Alvida Naa Kehna* with the by far most popular face of Bollywood in Germany, Shah Rukh Khan, to regional cinema, documentaries, short films, international co-productions.

**CHETAN ANAND** --*Poetics of Films*, a docu-drama made by Ketan Anand on his late father was honored this year at Stuttgart. Furthermore the long and diverse guestlist included actor/director and last year's award winner Rajat Kapoor (for *Mixed Doubles*), children filmmaker Vinod Ganatra, Rajnesh Domalpalli with his acclaimed debut film *Vanaja* and Kaushik Roy who in the end was presented with the German Star of India for his feature *Apna Asmaan* on the troubled parents of an autistic child. In the award race *Apna Asmaan* had managed to beat the favored *Anuranan* which stars Rajat Kapoor, in addition to Rahul Bose and Raima Sen.

*Anuranan* proved beautifully how some relationships defy definition and received a positive response from the

German audience (the hall was full) resulting in an animated Q&A with the director Aniruddha Roy Chowdhury and actor Rajat Kapoor.

Awards in the other categories went to Paromita Vohra for her documentary *Q to P* on nothing other than toilets and Saillesh Dupaare for his short film *Spandan - The Heart Beat*". Finally the audience gave away its own award to the American team of the charming crosscultural comedy *Outsourced*.

Although not everyone was able to take home a prize, the experience was worthwhile for everyone in attendance. Especially the fact that so many Germans which don't share any cultural links to India were interested in

the countries' cinematic output astounded many of the Indian visitors and so were they surprised to find that the readership of Germany's magazine on Hindi films *ISHQ* consisted almost entirely of Germans not NRIs. At the festival as well the audience was mostly made up of Germans with a keen interest in Indian movies, some of them even sporting a sari or salwar kameez.

The Bollywood & Beyond festival catered to this affinity for everything Indian by offering a rich programme apart from movies so visitors of the event - many of whom had travelled from different areas of Germany, Switzerland, Austria - were able to taste Indian food, watch Indian dancers and dance to Bollywood songs and Bhangra tunes at the Bombay Boogie Night.

**The readership of Germany's magazine on Hindi films ISHQ consisted almost entirely of Germans, not Non Resident Indians**

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## MARKET INDICATORS

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

Company	July 23	P/E Ratio	Market Cap
Adlabs Films	534.95	20.48	2114
Bag films	60.55	102.95	423
Balaji Telefilm	263.05	22.43	1766
Cinemax India	152.09	35.14	422
Crest Animation	120.10	—	258
Cyber Media	114.85	14.79	103
Deccan Chronicle	224.15	29.08	5443
ETC Networks	—	—	—
ENT Network India	466.25	116.71	2288
Galaxy Ent.	—	—	—
HT Media	230.10	56.86	5515
Inox Leisure	130.85	32.26	799
Jagran Prakashan	—	—	—
K Sera Sera	22.15	4.00	45
Mid Day Multimedia	48.35	—	251
Moser Baer	320.15	69.47	5300
Mukta Arts	87.10	14.36	201
NDTV	387.09	981.71	2330
Prime Focus	841.95	44.29	1099
PVR	230.55	39.00	519
Pritish Nandy	94.35	59.81	139
Pyramid Samira	322.30	32.98	920
Sahara One	—	—	—
Saregama India	—	—	—
Shringar Cinema	60.70	19.85	193
Sun TV	436.06	51.32	17336
TV 18	899.50	35.15	2933
TV Today Network	136.09	25.76	801
TIPS Industries	44.40	58.44	67
UTV Software	491.55	34.63	1131
Zee Entertainment	339.05	55.14	14340

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### London AIM Listing (M cap)

Eros Intl	£ 540.00	£612.7m
Indian Film Co	£ 98.5	£ 54.17m
UTV Motion Pictures	\$ 3.03	\$315 million

### CONTACT INFORMATION

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## UTV to launch BINDASS



### UTV bets on Bindaas with youth content, innovative shows

It is the new niche in India. UTV is all set to launch BINDASS -- Hindi General Entertainment TV Channel for Young India. The channel is targeted at the age group of 15 to 34 years. The channel will introduce Shakira, India's first female action-hero, India's first street-magician and Lagegi, India's first ever stand-up comedy act performed before a live audience.

3rd Degree is a show featuring Ugesh Sarcar is India's first street-magician performing live acts. The programming is peppered with sports, action, horror shows, spoofs, and over 100 dubbed movies.



Top: Thriller Sharika  
Left: Comedy show  
Down: Magic Show



## BY THE NUMBERS

PwC predicts the Chinese Media and Entertainment market will more than triple over the next five years to reach **\$143 billion** in 2009. This year, entertainment-sector spending will amount to **\$60.6 billion** in China, growing to **\$79.7 billion** in 2006, **\$100.6 billion** in 2007 and **\$122.4 billion** in 2008