

# pickle

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**His new film Valley of Flowers was pre-sold in 40 countries**



## PAN NALIN

### Taking India to the Global Cine Map

**HIS DOCUMENTARY ON AYURVEDA:  
ART OF BEING WILL CELEBRATE  
RECORD BREAKING  
TWO YEAR LONG RUN AT PARIS'S  
Reflet Medicis Cinema  
ON JANUARY 12, 2007**

**P**an Nalin, the Gujarat-born French film maker is all set to break a record in Paris next week. The French version of his documentary film, *Ayurveda: Art of Being* will celebrate record breaking two year long run in a Paris theatre. The film opened on January 12, 2005 at Paris's Reflet Medicis Cinema and will complete two years of continuous screening later this week. This is also the most successful Indian documentary ever made in its theatrical release in US, Canada, Spain, Germany, Austria and many European countries. His production company is Wonderworks in Europe and Monsoon Films in India. Shunned by the Indian popular cinema a decade back, Nalin, a student of Ahmedabad's National Institute of Design, is a case study for the globalisation of Indian cinema. At that time, even NFDC would not consider his script as he was just an ad film maker. An outsider in Mumbai, Europeans bailed him out and Nalin made it big in Paris. That's why Paris is considered the most cosmopolitan film city in the world today.

*Ayurveda* was just the beginning. The 100-minute infomercial gives a glimpse of several practitioners of this ancient holistic science. It is a global success and critically acclaimed as one of the amazing documentaries ever made. You can still buy the DVD at Amazon.com.

Then came feature film *Samsara*, an India-Franco project, described as a "spiritual love story in Ladhaki language set in the majestic landscape of Ladakh." *Samsara* won over 30 awards, got released in over 65 countries and grossed over \$20 million. UK and US rights were bought by Miramax. His new film *Valley of the Flowers*, a \$6 million production filmed in Hindi and Japanese will soon be released theatrically across the world. It is a France, Germany and India co-production starring Naseeruddin Shah, Milind Soman and Mylene Jampanoi, a French-Chinese actress. This film was presold in 40 countries. In Paris, there is no dearth for work for Nalin. He did documentaries like *Khajuraho*, *Tulkus*, *The Nagas Devadasi: Sacred Courtesan*, *Amazing World: India* among others.



**Stills from Nalin's  
Ayurveda: Art of  
Being. It is an  
amazing docu-  
mentary ever ma**

**Reliance, Moser Baer, Sahara set to make regional films**

# Regional film boom

Corporate entry into regional films will be biggest trend setter in 2007

This year will witness a boom in regional cinema. For the first time serious corporate players will produce and tie up with regional directors and film companies. The year has begun well for regional movies. Look at Telugu movie *Annavam*, the remake of Tamil hit *Tirupachi*. It is said to have grossed over Rs 10 crore this year. There are also high hopes on Rajnikant's big movie this year. Chennai-based AVM Production will be releasing *Sivaji*, starring Rajnikant in the month of April (during Tamil New Years day). *Sivaji* is said to be the most expensive movie to be made at a budget of \$15 million. A single song in the movie *Sivaji* is said to have been made at half a million. Producer J. Murli Manohar is producing the most expensive Kannada film *Sajini* this year. The film launches a new girl, Sharmila, with the very popular Dhyaan. It's the first Kannada love story to be shot in England. This is a new trend-setter for the orthodox Kannada film industry which has banned even dubbing movies into Kannada. Malayalam films will continue to be ruled by Mohanlal and Mammy.

**Entry of Corporates:** After tasting success in the mainstream Hindi cinema, corporates will foray into regional cinema. Reliance Entertainment has already announced to venture into making Telugu and Tamil movies. Moser Baer is all set to produce at least half-a-dozen movies in regional language this year. They are likely to begin with Malayalam movies.



**Pawan Kalyan and Asin in Telugu movie *Annavam*.**

Sahara One has plans to make Bengali movies this year.

**Remake of Hindi movies:** This year will witness a rise in the remake of Hindi movies in regional languages. *Lage Raho Munnabhai* will be released in Telugu and *Don* in Tamil (starring Ajit) and Telugu (starring Nagarjuna). *Lage Raho* is *Shankar Dada Zindabad* in Telugu starring Chiranjeevi.

**NFDC will make movies:** After a big gap NFDC will work with independent film makers to co-produce movies. The shoot is likely to begin in the second half of this year. This project has been internally cleared by NFDC.



**Prabhas and Nayan Tara in Telugu film *Yogi***



**Tamil star Vijay's *Pokkiri* will be released later this month**

**IPO WATCH**

## Pyramid Samira lists at Rs 135

Chennai-based Pyramid Saimira Theater became the fourth Indian multiplex operator to join the stock market in the last one year. The company was listed at 35 per cent premium in the BSE. The equity shares of Pyramid Saimira Theatre Ltd was listed at Rs 135 on BSE over the issue price of Rs 100 per equity share of Rs 10 each. Adlabs, PVR, Inox Leisure are other players in the market.

The company expects to double the number of screens it currently operates from 148 to 350 screens by March 2007.



The company's vision is to create a mega Digital Theatre Chain across every single township in the country. It plans to have 2000 screens in 1550 locations across India with 58.75 mn. Sq.ft. under operational management by year 2010.

The company aims to expand into Punjab, Haryana and Rajasthan. The substantial chunk

***Sivaji* is the most expensive movie to be made in India**

of the fund raised in the IPO will be used for digital screening facilities. The company sees digital as lower cost than traditional equipment allowing it to operate profitably in smaller cities, where occupancy levels are usually lower than larger cities. The total fund requirement is estimated at Rs 111.19 crores, which is being financed through the IPO of Rs 84.44 crores and pre-issue capital and internal accruals of Rs 26.75 crores.

**Moser Baer is also entering into regional movie production**

# It's Wow from Moser Baer

From this month, the company will retail DVDs at Rs 34 and VCDs at Rs 28. The roll out will begin with Malayalam movies

**M**oser Baer is going to create a history of sorts in the Indian filmed entertainment space. Some time this month, you will be able to buy Moser Baer branded movie DVDs at Rs 34 and movie VCDs at Rs 28. The packaging is cool and it is going to create a wow in the industry. More over, Moser Baer DVDs are much cheaper than the pirated DVDs sold at Delhi's Palika Bazaar, Mumbai Hira Panna or Chennai's Burma Bazaar. Also, Moser Baer branded DVDs will be cheaper than the audio cassettes retailed in the market. The company has a well-organised distribution network across the country

The foray of the 23-year-old company, which has specialised in recordable optical media will bet on Malayalam movies in the first installment of their launch.

This will be followed by other South Indian Bengali movies. It is a bold step attempted by any company in the world in the home entertainment market. The strategy is interesting as they are wooing the regional market than the mainstream Bollywood. The company will also venture into movie production -- to start with, in the regional cinema.

Analysts point out that Moser Baer has to expand into newer segments for future growth as global optical media disc market will face challenges in the coming months. It is interesting to know



The biggest challenge for Moser Baer will be in acquiring copyrights of new movies

## COMPANY TO WATCH

that Moser Baer will have rights of 7,000 movies for distribution in the first year of its entertainment operation. That's one third of the movies produced in India in the last three decades.

Moser Baer has done a great deal of home work as they are set to partner and license the movies with companies who hold rights, rather than to compete to acquire or buy out home video rights. The companies who had acquired movie copyrights have nothing to lose as they would be co-branded in the DVDs when it is retailed

in the market.

Also, no other player in the market in the current situation will be able to match up with the price offered by Moser Baer. The company is the world's second largest optical storage manufacturer.

The heat will be felt by players like Shemaroo, Ultra, Eagle and so on.

The biggest challenge for Moser Baer will be in acquiring copyrights of new movies. The lowest price quoted in the market for a mainstream Hindi movie home video right is in the range of Rs 1 crore to Rs 2 crore.

India has over 26 million DVD/ VCD users and the market is said to be growing at 25 per cent. This is one fourth of all TV ownership in the country. Despite the huge potential market, home video accounts for a mere 7% of the total film revenues of Rs. 7,900 crore.

## TECHNOLOGY LG LAUNCHES DUAL FORMAT HD PLAYERS

The DVD format war has not ended. But the next generation DVD players have begun to enter the market. South Korea's LG has launched the first next-generation video device to play both High-definition disc formats. The LG's Super Multi Blue Player (BH100) is a dual-format high-definition disc player blending the latest technologies and offering flexibility for consumers seeking to play both Blu-ray and HD DVD content. The player is priced at \$1,199. This is almost twice the price of an HD-DVD player and slightly more than the average price of a Blu-ray player. Pioneer's Blu-ray player is priced at \$1500. Movie studio .There are only 200 titles available to play in the new generation DVDs compared to 20,000 titles that can be played in ordinary DVD players.

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**IT IS FROM THE PICKLE STABLE**

## MARKET INDICATORS

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

Company	Jan 5	P/E Ratio	Marketcap (in cr)
Adlabs Films	444.20	70.51	1767.91
Balaji Telefilm	138.15	16.60	900.74
Cinevista Ltd	23.20	-16.57	23.43
Crest Animation	136.25	143.42	261.60
Cyber Media	123.15	24.29	123.15
Deccan Chronicle	775.00	46.97	3200.75
ETC Networks	53.40	10.90	80.00
ENT Network India	266.55	66.80	1268.78
Galaxy Entertainment	212.90	202.76	270.31
HT Media	177.40	14.93	830.23
Inox Leisure	148.90	50.82	893.40
JagranPrakashan	331.55	47.98	1664.38
K Sera Sera	28.35	—	55.28
Moser Baer	338.95	58.24	3779.29
Mukta Arts	52.05	-21.69	117.63
NDTV	278.30	-260.09	1703.19
Prime Focus	399.50	31.78	507.36
PVR	236.00	103.51	540.54
Pritish Nandy	45.90	11.95	48.19
Sahara One	423.00	98.37	913.68
Saregama India	217.90	36.02	320.31
Shringar Cinema	56.30	-61.87	177.90
Sun TV	1524.25	76.05	10626.10
TV 18	623.50	66.478	1309.85
TV Today Network	83.75	16.95	485.75
TIPS Industries	29.200	49.49	43.22
UTV Software	272.70	13635.00	624.48
Zee Telefilms	281.60	168.62	11,984.90

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## PICKLE DIGEST



Madhu Entertainment has the overseas rights of K Sera Sera's film *Risk* and will be released on Jan 19, 2007. The thriller with the family backdrop stars Randeep Hooda, Vinod Khanna, Tanushree Dutta in lead roles. For buying in the overseas contact: [madhuent@vsnl.com](mailto:madhuent@vsnl.com)

## NFDC invite film projects

The National Film Development Corporation (NFDC) has invited film makers to submit feature film projects for co-production. Film makers are required to submit screenplays in English (duly registered with the Film Writers' Association of India and copyrighted) for consideration. The film maker has to give a commitment letter for an assured minimum fiscal investment of 30% of the total cost of the film project. NFDC will undertake to back the film with 30% (or maximum Rs 10 million) and rest of the backing from investors. Proposals complete in all respects will be evaluated by a committee of eminent personalities set up by NFDC. A maximum of five projects will be selected. Last date for submitting screenplays along with the form duly filled is January 31, 2007. Log on to [www.nfdcindia.com](http://www.nfdcindia.com) or email: [nfdc@nfdcindia.com](mailto:nfdc@nfdcindia.com)

### UTV'S SCRIPT WORKSHOP WITH SYD FIELD:

Kamal Hassan and Kamlesh Pandey taking notes from the masterclass



## Lessons from Syd Field

It is a great beginning for the Indian cinema with the two-day scriptwriting workshop by Syd Field. He said Hollywood is in the midst of undefined evolutions and revolutions in terms of the screenplay "Because films are now a fusion of art, science and technology. The evolution is similar to that of what happened in the arena of art, where painters worked upon the evolution of how reality is depicted on the canvas," he added. Among those present were Rakeysh Mehra, Sanjay Gadhvi, Ramesh Sippy, Raju Hirani, Farhan Akhtar, Ritesh Sidwani, Govind Nihalani, Shabana Azmi, Atul Kulkarni, among others.

## BY THE NUMBERS

**Hindi cinema had a great 2006 in the United States. Just seven Hindi films grossed over \$20 million in box office collections. Water grossed (\$3.3m), KANK (\$3.3m), Dhoom 2 (\$2.6m), Don (\$ 2.2m), Lage Raho (\$2.2m), Rang De (\$2.2m), Fanna (\$2.1m), and Krrish (\$1.8 m)**