

pickle

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Jhoom Barabar Jhoom will hit screens on June 15



**WILL
JHOOM
CROSS
\$12.5 mn
IN BOX OFFICE**

The key to the success of JBJ lies in its overseas run. It is expected to be a winner in UK theatres

From the very first promo of the film, *Jhoom Barabar Jhoom* has created a buzz. JBJ music has also added to the hype of the film. The question is will all this hype translate into box office numbers? Will it be the first Hindi film of 2007 to hit the \$12.5 million mark? JBJ is a Yashraj release directed by Shaad Ali Sahgal and the comedy film stars Abhishek Bachchan, Bobby Deol, Preity Zinta, Lara Dutta, Amitabh Bachchan.

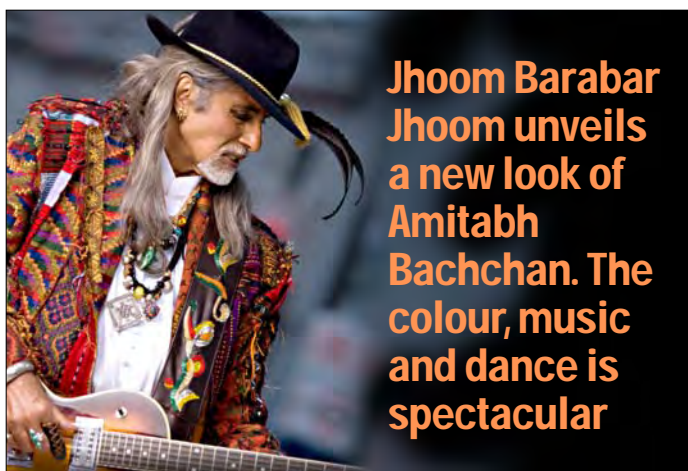
JBJ arrives in theatres on June 15 and till Cash (directed by Anubhav Sinha, Adlabs release) hits the screen on July 20, the film is expected to have a virtually free run at the box office. 2007 has so far been dominated by *Guru*, *Tara Rum Pum* and *Namaste London*. Of the three, *Guru* stands tall with a combined box office gross of \$12 million (\$7.5 million domestic box office + \$4.5 overseas box office).

But the key to JBJ's box office glory will lie in its overseas run. With a storyline that combines South

Hall with flavour of Lahore, it's expected to open strongly in UK. So far the overseas box office has been disappointing for Hindi films in comparison to 2006 where overseas box office of Hindi films touched over \$10 million (*Kabhi Alvida Na Kehna*), \$ 8 million (*Don & Dhoom 2*). 2007 has served below \$5 million figures with the bare exception of *Salam-E-Ishq* (\$ 5.1 million).

In their last outing *Bunty aur Babli* (2005) Shaad Ali (director) and Abhishek Bachchan collected \$2.75 million in overseas box office. Will JBJ cross the \$6.25 million

plus mark in overseas box office? The going looks tough but then JBJ looks like perhaps the only film in near future to deliver the numbers - that is till Shah Rukh Khan's *Chak De* (August 10) and Hrithik-Ash's *Akbar-Jodha* hits the screen (October 12). We are not comparing JBJ with Rajnikanth's Tamil film *Sivaji The Boss* -- which is also releasing on June 15 (see page 6).



Jhoom Barabar Jhoom unveils a new look of Amitabh Bachchan. The colour, music and dance is spectacular

Apne is set for worldwide release on June 29 by Shemaroo

Dharmendra is Back

For the first time legendary actor Dharmendra has acted with sons Sunny and Bobby Deol. *Apne* by the makers of hit film *Gadar* is about family ties, relationships, aspirations

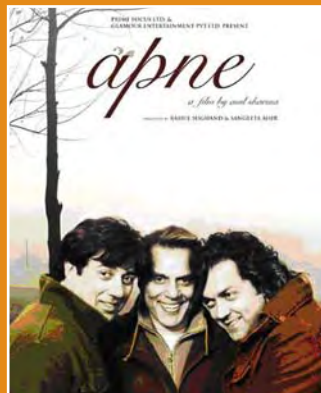
Seventy-one year old Dharmendra is back in action. Thanks to Filmmaker Anil Sharma for his patience (He kept thinking of it for seven years) to bring three Deols in a single screen. "We were waiting for this moment for the last so many years. We were searching for a script to work together and got it," says the legendary actor.

"*Apne* has a wider global appeal," says Hiren Gada, vice-president, Shemaroo Entertainment, which has got the world-wide distribution rights of the movie. "It is a complete family drama and it is a great occasion to have Dharmendra back on screen."

Synopsis

Apne is the story of a family...their relationship and their dreams...a father and his sons each have their desires...aspirations...and hopes...

Baldev Singh Chaoudhary (Dharmendra) won a silver medal in the Olympics and made India proud. His only dream was to make history by becoming India's first World Heavy-weight Champion. But sometimes dreams shatter before they can be realized and make the heart bleed



APNE:

Selling Points

- Return of Dharmendra
- Dharmendra with Sunny, Bobby
- Family entertainment
- Global appeal, especially NRIs



forever...Same fate awaited Baldev.

When in the US fighting for the World Heavy-weight Championship, the betting mafia conspired against him and got doping charges leveled against him, which got him banned from boxing. For an athlete nothing can be worse than doping charges. He wanted to get rid of this stigma and pain by training his elder son Angad (Sunny Deol) in the sport of boxing and make him a World Heavy-weight Champion and create history, which eluded him, but...

Angad had some other dreams... some other aspirations... some other commitments... Karan (Bobby Deol), the younger son, a musician at par, despite wanting to fulfill his father's dream was helpless. In spite of loving and living for each other,

why were these two sons not able to work along with each other to achieve their father's dream? Will they ever succeed? Will Baldev's dream ever be achieved or will it die along with him? As he has decided to end his life today...

For trade enquiries and international distribution email to rashmi@shemaroo.com and kalapi@shemaroo.com

LongTale Inc bets on India

California-based LongTale International, a global intellectual property rights management company is bullish on India. The company is in the process of acquiring Indian product for global distribution beyond the NRI spectrum and is in the process of setting up a strong presence in India. LongTale already has a library of over 150 Indian films for overseas distribution.

LongTale has recently entered into a strategic alliance with Accel Animation Studios, a division of Accel Transmatic Limited and engaged in 3D animation content development and visual effects (VFX). Accel is in the process of producing 133 episodes of *Thirukkural* based stories and the same will be distributed by Long Tale to global audiences.

Accel will also jointly develop and co-produce an English language animation feature film, named

Cityzens in association with Los Angeles based Netrikan Entertainment and with Omar Kaczmarczyk, Managing Director of Long Tale as executive producer. The strategic alliance also envisages, Accel Animation Studios to provide digital re-mastering services for Long Tale's Shockwave Collection of digital assets.

The person behind LongTale is its founder Omar Kaczmarczyk. His ground breaking segmented sales and distribution system made him a legend in the Hollywood film industry.

He has been has been responsible for the worldwide sales of *The Three Musketeers*, *The Four Musketeers*, *Superman - The Movie*, *Superman 2*, *Superman 3*, *Supergirl*, *Santa Claus - the movie*, *The New Adventures of Pinocchio*, *Sir Arthur Conan Doyle's Lost World*, among others.

India and Brazil sign audiovisual co-production agreement

India, Brazil Sign Treaty

The treaty will have to be ratified by the Brazilian Parliament. It will take two years for this agreement to become practical. But, it is a win-win for both sides

Agreement Between the Government of the Republic of India And The Government of the Federative Republic of Brazil On Audio Visual Co - Productions

The Government of the Republic of India and the Government of the Federative Republic of Brazil (hereinafter referred to as "the Contracting Parties")

Seeking to enhance co-operation between their two countries in the audio-visual area;

Desirous of expanding and facilitating the co-production of audio-visual works, which may be conducive to the development of the film and audio-visual industries of both countries and to the expansion of cultural and economic exchanges between them;

Convinced that these exchanges will contribute to the enhancement of relations between the two countries; Have agreed as follows:

**Article 1
DEFINITIONS**

For the purposes of this Agreement

1. "Audiovisual Co-production" means an audiovisual work jointly invested in and produced by one or more Brazilian co-producers and one or more Indian co-producers under a project approved by both Competent Authorities.

2. "Audiovisual Work" means any record of a sequence of related images, irrespective of length, which is intended to be made visible as a moving image through the use of devices, regardless of the medium of initial or subsequent fixation, and for which there is an expectation for public exhibition. It includes films and video recordings, animation and documentary productions for exploitation in theatres, on television, DVD or by any other form of distribution. New forms of audiovisual production shall be included in the present agreement by exchange of Notes between the Contracting Parties.

3. "Co-producer" shall be:
(a) as regards the Republic of India:
(i) nationals/citizens of the Republic of India;
(ii) permanent residents of India; and



The agreement was signed during the visit of Brazilian President LUIZ INACIO LULA DA SILVA early this month

- (iii) entities which are established and/or incorporated in India.
- (b) as regards the Federative Republic of Brazil:
 - (i) nationals/citizens of the Federative Republic of Brazil;
 - (ii) permanent residents of Brazil; and
 - (iii) entities which are established and/or incorporated in Brazil.
- 4. "Competent Authority" means:
 - (a) on behalf of the Federative Republic of Brazil, the Ministry of Culture; and
 - (b) on behalf of the Republic of India, the Ministry of Information and Broadcasting.

**Article 2
BENEFITS**

- 1. An Audiovisual Co-production shall be treated as a national Audiovisual Work by both Contracting Parties and, therefore, shall be fully entitled to all the benefits which are or may be accorded to national audiovisual works by each of the Contracting Parties under their respective national laws.
- 2. Any benefits available in Brazil may only be accorded to a Brazilian Co-producer.
- 3. Any benefits available in India may only be accorded to an Indian Co-producer.
- 4. The sharing of expenses and revenues shall be as mutually decided by the Co-producers.

**Article 3
APPROVAL OF PROJECTS**

- 1. Audiovisual Co-productions shall require, prior to the commencement

- of shooting, approval of both the Competent Authorities.
- 2. Approvals are granted under their respective national laws, shall be in writing and shall specify the conditions upon which the approval is granted. None of the co-producers shall be linked by common management, ownership or control, save to the extent that such links are inherent in the making of the Audiovisual Co-production itself.

- 3. In considering proposals for the making of an Audiovisual Co-production, both Competent Authorities shall apply the rules and principles set out in this Agreement as well as in its Annex, with due regard for their respective policies and guidelines.

**Article 4
CONTRIBUTIONS**

- 1. For each Audiovisual Co-production:
 - (a) the performing, technical, craft and creative participation of the Co-producers; and
 - (b) the production expenditure of the Co-producer in the Republic of India or in the Federative Republic of Brazil shall be in reasonable proportion to their respective financial contributions and as mutually decided by both the Co-producers.
- 2. Both the financial contribution, and the managerial, performing, technical, craft and creative participation of each Co-producer shall account for at least 20% (twenty per cent) of the total budget of the

Screening of Portuguese movies will increase at Goa

FROM PREVIOUS PAGE

Audiovisual Co-production.

3. Notwithstanding the contribution and participation rules set out in paragraphs 1 and 2 of this Article, in exceptional cases both Competent Authorities may approve Audiovisual Co-productions where:

(a) the contribution by one Co-producer is limited to the provision of finance only, in which case the proposed finance-only contribution shall be 20% (twenty per cent) or more of the total budget of the Audiovisual Co-production; or
(b) despite falling outside the contribution rules, the Competent Authorities consider that the project would further the objectives of this Agreement and should be approved accordingly.

4. to the specific conditions and limits laid down in laws and regulations in force in the Contracting Parties, in the case of multilateral co-productions the minority contribution may not be less than 10% (ten per cent), and the majority contribution may not exceed 70% (seventy per cent) of the total cost of the Audiovisual Work.

Article 5

THIRD COUNTRY CO-PRODUCTIONS

- Where either the Republic of India or the Federative Republic of Brazil maintains with a third country an Audiovisual Co-production agreement, the Competent Authorities may approve a project for an Audiovisual Co-production under this Agreement that is to be made in conjunction with a co-producer from that third country.
- Approvals under this Article shall be limited to proposals in which the contribution of the third country co-producer is no greater than the lesser of the individual contributions of the Brazilian and Indian Co-producers.

Article 6

PARTICIPANTS

- The screenwriters, the director, actors and other artistic and technical personnel participating in an Audiovisual Co-production shall be:
 - as regards the Republic of India,
 - nationals/citizens of Republic of India; and
 - permanent residents of India.
 - as regards the Federative Republic of Brazil,
 - nationals/citizens of the Federative Republic of Brazil; and
 - permanent residents of Brazil.
 - in cases in which there is a third co-producer,

- nationals/citizens of the third co-producer's country; and
- permanent residents of the third co-producer's country.

- Participants in an Audiovisual Co-production as defined in this Article must at all times throughout the production retain their national status, and may not acquire or lose such status at any point during the course of production activity.
- In exceptional cases, both Competent Authorities may approve Audiovisual Works
 - where script or financing dictate the engagement of performers from other countries; and
 - where artistic or financing reasons dictate the engagement of technical personnel from other countries.

Article 7

NEGATIVES, FIRST-RELEASE PRINT AND LANGUAGES

- At least one negative and one duplicate negative shall be made of all Audiovisual Co-productions. Each Co-producer shall be entitled to make a further duplicate or prints there from. Each Co-producer shall also be entitled to use the original negative in accordance with the conditions agreed upon between the Co-producers themselves. The storage of the original negative shall be as mutually decided by the Co-producers.
- Audiovisual Co-productions shall be made and processed up to the manufacture of the first release print in the Republic of India or in the Federative Republic of Brazil or, when there is a third co-producer, in that third co-producer's country.
- The original soundtrack of each Audiovisual Co-production shall be made in Hindi, or any other Indian language or dialect, or in English or Portuguese, or in any combination of those permitted languages. Dialogue in other languages may be included in the Audiovisual Co-production, as the script requires.
- The dubbing or subtitling into one of the permitted languages of the Republic of India or into Portuguese shall be carried out in the Republic of India or in the Federative Republic of Brazil. Any departure from this principle must be approved by the Competent Authorities.

Article 8

INTERNATIONAL FESTIVALS

- The majority Co-producer shall

normally enter Audiovisual Co-productions in international festivals.

- Audiovisual works produced on the basis of equal contributions shall be entered as an Audiovisual Work of the country which the director is from.

Article 9

LOCATION SHOOTING

- The Competent Authorities may approve location shooting in a country other than those of the participating co-producers.
- Notwithstanding Article 6, where location shooting is approved in accordance with the present Article, citizens of the country in which location shooting takes place may be employed as crowd artists, in small roles, or as additional employees whose services are necessary for the location work to be undertaken.

Article 10

CREDITS

An Audiovisual Co-production shall include a title, in the initial credits, indicating that the Audiovisual Work is an "Official Indian - Brazilian Co-Production" or an "Official Brazilian - Indian Co-Production". The promotional material associated with the audiovisual work shall likewise include a credit reflecting the participation of the Republic of India, the Federative Republic of Brazil and, when relevant, the country of a third co-producer.

Article 11

TEMPORARY ENTRY INTO THE COUNTRY

- For approved Audiovisual Co-productions, each Contracting Party shall facilitate, in accordance with the domestic law in force in its country:
 - entry into and temporary residence in its territory for technical and artistic personnel of the other Contracting Party;
 - the import into and export from its territory of technical and other film making equipment and materials by producers of the other Contracting Party; and
 - the transfer of funds destined for payments related to the audio-visual co-productions.
- These dispositions also apply to third parties, approved under Article 5 of the present agreement.

Article 12

JOINT COMMISSION

- A Joint Commission shall be es-

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Annexure of the India-Brazil Audiovisual Agreement

established comprising representatives of the Competent Authorities from both Contracting Parties.

2. The role of the Joint Commission shall be to evaluate the implementation and operation of this Agreement and to make any proposals considered necessary to improve the effect of the Agreement.
3. The Joint Commission shall be convened, whether by meeting or otherwise, at the request of either of the Contracting Parties within six months of such a request.

Article 13 ENTRY INTO FORCE

1. This Agreement shall enter into force on the date of the second notification between the Contracting Parties, through diplomatic channels, conveying that the requirements for the entry into force of this Agreement have been satisfied.
2. This Agreement including the Annex, which forms an integral part of this Agreement, shall remain in force for an unlimited period of time, unless terminated in terms of paragraph 3 of this Article.
3. Either Contracting Party may terminate this Agreement by giving six months' written notice in advance of such intention to the other Contracting Party through the diplomatic channel.
4. Termination of this Agreement shall have no effect on the completion of Audiovisual Co-productions approved prior to its termination.

Article 14 PERMISSION FOR PUBLIC EXHIBITION

1. Permission for public exhibition will be in accordance with local laws in both India and Brazil.
2. The approval of Co-production status under this Agreement will not mean a commitment to permit public exhibition of the Audiovisual Co-production.

Article 15 AMENDMENT

1. This Agreement may be amended by mutual consent of the Contracting Parties through the exchange of notes between the Contracting Parties through diplomatic channel.

Article 16 DISPUTE RESOLUTION

Any dispute between the Contracting Parties arising out of the

interpretation or implementation of this Agreement shall be settled consensually through consultation and negotiation only.

DONE at New Delhi, on the of June, 2007, in two originals in Hindi, Portuguese, and English, each version being equally authentic. In case of any divergence of interpretation, the English text shall prevail.

For the Government of the Republic of India For the Government of the Federative Republic of Brazil

Annexure to Agreement between the Government of the Republic of India and the Government of the Federative Republic of Brazil on Audio Visual Co-Productions (*Rules of procedure for applications for approval of co-production status under this agreement*)

ANNEX

1. Applications for qualification of an Audiovisual Work for co-production benefits under this Agreement must be made simultaneously to both Competent Authorities at least 60 (sixty) days before shooting begins.
2. The Competent Authority of one of the Contracting Parties shall communicate their decision to the other Competent Authority within thirty (30) days of the submission of the complete documentation.
3. The approval process under Article 3 of this Agreement shall comprise of approval prior to commencement of shooting of the Audiovisual Work.
4. Documentation submitted in support of an application shall consist of the following items, drafted in English in the case of India and in Portuguese in the case of Brazil:
 - 4.1 The final script and synopsis.
 - 4.2 Documentary proof of having legally acquired the copyright to produce and exploit the Audiovisual Work.
 - 4.3 A copy of the co-production contract signed by the Co-producers. The contract shall include:
 - a) the title of the co-production;
 - b) the name of the original script writer or that of the adaptor if it is drawn from a literary source; necessary permission for adapting the literary work into a film from the author/legal heirs shall be attached;
 - c) the name of the director (a substi-

tution clause is permitted to provide for his/her replacement if necessary);

- d) the budget, identifying the expenses to be incurred by each Co-producer;
 - e) the financing plan;
 - f) a clause establishing the sharing of revenues, markets, media or a combination of these;
 - g) a clause detailing the respective shares of the co-producers in any over expenditure; the minority co-producer's share may be limited to a lower percentage or to a fixed amount, provided that the minimum proportion permitted under Article 4 of the Agreement is respected;
 - h) a clause recognizing that admission to benefits under this Agreement does not constitute a commitment that governmental authorities in India will grant a license to permit public exhibition of the Audiovisual Work;
 - i) a clause prescribing the measures to be taken where:
 - (i) after full consideration of the case, the Competent Authorities in either country refuse to grant the benefits applied for;
 - (ii) either one or the other Contracting Party fails to fulfil its commitments.
 - j) the period when shooting is to begin;
 - k) a clause stating that the majority Co-producer shall take out an insurance policy covering at least "all production risks" and "all original material production risks"; and
 - l) a clause providing for the sharing of the ownership of copyright on a basis that it is proportionate to the respective contributions of the Co-producers.
- 4.4 The distribution contract, if it has already been signed, or a draft if it has yet to be concluded.
 - 4.5 A list of the creative and technical personnel indicating their nationalities.
 - 4.6 The production schedule.
 - 4.7 Final shooting script.
 5. The Competent Authorities can demand any further documents and all other additional information deemed necessary.
 6. Amendments, including the replacement of a co-producer, may be made in the original contract, but they must be submitted for approval by the Competent Authorities before the Audiovisual Co-production is finished. The replacement of a co-producer may be allowed only in exceptional cases and for reasons satisfactory to the Competent Authorities.

MARKET INDICATORS

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

Company	May 24	P/E Ratio	Market Cap
Adlabs Films	508.55	19.86	2051
Bag films	40.45	85.1	311
Balaji Telefilm	213.75	18.11	1435
Cinemax India	150.60	—	440
Crest Animation	115.60	—	271
Cyber Media	120.95	18	125
Deccan Chronicle	220.75	30.49	5494
ETC Networks	—	—	—
ENT Network India	382.85	95.4	1872
Galaxy Ent.	155.85	65.18	208
HT Media	221.75	53.38	5176
Inox Leisure	131	44.83	783
JagranPrakashan	450	38.17	2714
K Sera Sera	18.5	4.25	37
Mid Day Multimedia	45.75	25.66	237
Moser Baer	429.30	61.51	4849
Mukta Arts	—	—	—
NDTV	368.35	—	2320
Prime Focus	602.60	48.89	801
PVR	216.35	49.74	507
Pritish Nandy	67.60	27.81	102
Pyramid Samira	336.30	639	960
Sahara One	—	—	—
Saregama India	290.10	32.88	440
Shringar Cinema	58.85	19.51	189
Sun TV	1344	44.69	9820
TV 18	875	32.85	2738
TV Today Network	136.70	25.21	780
TIPS Industries	48.55	69.32	75
UTV Software	500.50	33.01	1091
Zee Entertainment	280.20	72.27	12028

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SIVAJI SNAPSHOT



At \$20 mn , *Sivaji* is the most expensive movie to be made in India

The \$20 million *Sivaji* is the most expensive movie to be produced in India by AVM Studios. While the trailer of next Yashraj movie

Chak De India will be screened with JBJ, the promo of Rajinikanth's new animation film *Sultan* (Adlabs and Ocher co-production) will be screened with *Sivaji*. This is a new promotion trend in the Indian film industry. Over 700 prints are to be released for *Sivaji*. This is the first time AVM Productions, Rajinikanth, AR

Rahman, and director Shanker have come together to work on a project. The tickets have been sold out for the US premiere. *Sivaji* is also likely to figure in film festivals at Japan, China and Latin America among others. More on *Sivaji's* performance in the coming week.



BY THE NUMBERS

10491 participants were accredited from 92 countries at the 2007 Cannes Film Market. 4082 companies were registered with the Marché du Film (3797 in 2006). Production and distribution companies, sales agents are the main activities of those companies. 5157 films have been on offer (4569 in 2006) with 2250 projects in development or in production.