



**PRODUCERS' LAB 2013**

2:30 PM - 2:45 PM

**Welcome and Gather at the Venue**

All participants will gather at the Wan Hao restaurant on the Pool Level.

**Coordinated by Shivani Saran and Vindhya Malik, NFDC**

3:00 PM - 4: 30 PM

**Pitching Prep and Working a Market**

An introduction to the potential of a co-production market and pitching preparation masterclass.

**Speakers**  
**Marten Rabarts, Senior Consultant, Training & Development, NFDC**  
**and**  
**Bianca Taal, Programmer and Cinemart Selection Committee, Interational Film Festival Rotterdam (profile as follows)**



**Marten RABARTS**

New Zealander Marten Rabarts moved to Mumbai in 2012, having been appointed Head of Development & Training of the NFDC, ending his 12 years as Artistic Director for Binger Filmlab, Amsterdam. He started his working life as an actor and a dancer, studying at Australia's Centre for the Performing Arts then moved into film, beginning work as an assistant editor in New York on Oscar-winning short *Mollys Pilgrim* and continued with Propaganda films in Los Angeles in the 1980s. Several years working freelance in production brought him to the PolyGram Filmed Entertainment group, relocating to London in 1990 working in the PolyGram World Sales company Manifesto as TV Sales Manager and in 1992, as Associate Producer with Working Title Films, working with, among others Sarah Radclyffe, Tim Bevan and Alison Owen on films including, *Priscilla Queen of the Desert* and Derek Jarman's *Edward II*. He developed and series-produced the HIV/AIDS awareness film collection

Red Hot On Film with International TV partners, BBC, Arte, VPRO and TVE (Berlin 1995). His tenure at Binger Filmlab included Project 10: stories from a free South Africa (Sundance, Berlin 2004) and many award winning feature films and theatrical docs include the 2012 Foreign language Oscar nominee *Bullhead* and three features selected in Cannes 2013, including *Bends - Un Certain Regard* and *Salvo* the Critics Week Grand Prix winner. Recent successes from Marten's ventures in India include the much applauded *The Lunchbox* and 2013 Indian Oscar submission *The Good Road*. He continues in his role with the NFDC as Senior Consultant while splitting his time between Mumbai and his European base in Amsterdam. Marten Rabarts is a member of the advisory board of Torino Filmlab, CPH:DOX Lab, and the Holland Film Meeting, and is regularly invited to sit on film festival and co-production market juries, including the Berlinale Short Film Jury in 2005.

4:45 PM – 5:00 PM  
Introduction to the Lab

An introduction to the first Producers' Lab by  
**Vikramjit Roy, General Manager, NFDC**



**Vikramjit ROY**

Vikramjit Roy is the General Manager, National Film Development Corporation. The National Film Development Corporation is a public sector enterprise under the Ministry of Information and Broadcasting, fostering excellence in Indian Cinema and promoting Cinemas of India across the world. NFDC is breaking new grounds by co-producing projects involving public-private partnerships.

5:00 PM – 6:00 PM  
Meet Your Labmates and Programme Outline

Orientation and welcome session to help you get to know your labmates followed by a run-down of the programme outline.

**Session with**

**Marten Rabarts, Senior Consultant, Training & Development, NFDC (profile as before)**  
**and**  
**Shivani Saran, Supervising Producer, NFDC**



**Shivani SARAN**

Shivani is the in-house Supervising Producer at NFDC. Her responsibilities take her from script selection through development and assembling the film to execution on the floor and shaping of the final cut. At NFDC, Shivani has supervised Anup Singh's *Qissa*, Ritesh Batra's *The Lunchbox*, Q's *Tasher Desh*, Ketan Mehta's *Manjhi - The Mountain Man* and is currently producing *Island City* and *Vees Mhanje Vees*. Prior to

joining NFDC, Shivani was Head of New Business Development at Chilean film production company Forastero, where she continues to be Executive Producer and Partner. At Forastero, she was involved in the development and production of Dominga Sotomayor's *Thursday Till Sunday* and Sebastian Lelio's *Gloria*.

## SESSION 1

10:00 AM – 11.30 AM

### The Role of a Producer

What does a producer really do?  
What skills does a producer need?  
What is expected of a producer nowadays?  
The reality of being a producer.  
How to deal with and present projects.

**Session with**  
**Roshi Nedjad, Producer and Founder, Flying Moon**  
**Filmproduktion**



#### Roshi NEDJAD

Roshanak Behesht Nedjad started her career in the film business during her studies at the University of Karlsruhe by organising film festivals and programmes and working as a freelancer for various TV programmes. In 1999, she started the production company Flying Moon with Helge Albers. Since then, they have been producing fiction and documentary films with a strong focus on international co-productions. Their films have been

screened at international festivals and sold around the world. Roshi also works as an expert and consultant for various institutions and training organisations such as MEDIA International, EAVE for their European and international programmes, TorinoFilmLab, Focal and the Academy of Children's Media, Germany. Roshi is a member of the German and European Film Academy, an EAVE graduate (2003) and since 2010, also a group leader at EAVE.

## SESSION 2

11:45 AM – 1:00 PM

### Raising Finance and Working with International Co-Producers

Producer, Cedomir Kolar, speaks about the first steps towards the choice of projects with a focus on first-time directors and writers of world cinema moving on to relationships between a producer and talent and between a producer and a co-producer. He will pay special attention on raising "soft money" and all the implications and positive side of it. Based on his experience, Cedomir will discuss the importance of understanding local cinematography and its pluses

and minuses, and finally the choice of the sales agents that would be the best for every single project. Cedomir will go through these critical points through a case study of *The Lunchbox*.

**Session with**  
**Cedomir Kolar, Producer, A.S.A.P. Films**



#### Cedomir KOLAR

Since 1991, Cedomir was acting as producer for Noé Productions in Paris. His credits include *Before the Rain* by Milcho Manchevski, *Africa my Africa* and *Kini and Adams* by Idrissa Ouedraogo, *As you like me* by Carmine Amoroso, *Train of Life* by Radu Mihaileanu, *The Adopted Son* and *The Chimp* by Aktan Abdykalykov, *No Man's Land* by Danis Tanovic and Danis Tanovic's short film in the collection of films *11'09'01-September 11*, produced by Galatée films and StudioCanal.

In 2003, he started the new Paris-based production entity, A.S.A.P. Films, together with the director Danis Tanovic and his fellow producer Marc Baschet. Amongst his other credentials are Danis Tanovic's *Hell*, *Triage*, and *An Episode in the Life of an Iron Picker*, Ritesh Batra's *The Lunchbox*. Through the years, Cedomir is the Academy Award nominee for *Before the Rain* and the Academy Award winning producer for *No Man's Land* by Danis Tanovic.

**SESSION 3**

2:00 PM - 3:30 PM

**Development - Working with Writers and Directors**

The fine art of working with writers and directors in development from idea to screen. A foundation skill-set for creative producing.

**Session with**  
**Marten Rabarts, Senior Consultant, Training & Development, NFDC (profile as above)**  
**and**  
**Philippa Campbell, Producer, Escapade Pictures**



**Philippa CAMPBELL**

Philippa began her career as a professional actress and theatre director, and then moved into television as a script editor and writer. Her slate includes New Zealand-UK and New Zealand-China co-productions and a number of New Zealand features. Philippa is producer at Escapade, an independent feature film company. Along with productions, Philippa works extensively as a developer and script consultant, including New Zealand Film Commission initiatives and workshops.

**SESSION 4**

3:45 PM - 4:45 PM

**Understanding the Indian Copyright Act**

Abhishek hosts a session on issues relating to copyright aspects in the film industry. He touches upon the concept of copyright, nature of rights granted under the Act, the ownership issues, licensing and assignment of rights, infringement and enforcement and the nature of remedies.

**Session with**  
**Abhishek Malhotra, Managing Partner, TMT Law Practice**



**Abhishek MALHOTRA**

Abhishek Malhotra is an Advocate with 13 years of experience. His primary areas of expertise are intellectual property and ancillary services. Having gained experience as a Senior Associate with India's leading boutique IP law firm and an associate partner with a leading Indian general practice firm, Abhishek offers a rare combination of advisory and dispute resolution services across a wide range of industries.

**SESSION 5**

**5:00 PM - 6:00 PM**

**Wearing the Creative Producer Hat**

Ritesh discusses the art of being a creative producer and shaping a film from its inception, working with creative talent and the sensibility of allowing a producer's creative self add a valuable perspective to a film.

**In conversation with  
Ritesh Sidhwani, Co-founder and Producer, Excel  
Entertainment**



**Ritesh SIDHWANI**

A brainchild of Ritesh Sidhwani and Farhan Akhtar, Excel Entertainment was founded in 1999, with a vision to make contemporary Indian cinema. Having started out modestly 14 years ago, today Excel is considered iconic in changing the sensibilities of Indian viewers. A decade does not seem too long a period to make a mark in the history of a country's cinema, but that's exactly what Excel Entertainment

has done. Revolutionising cinematic experiences, Excel Entertainment has been pushing the boundaries of reel entertainment. In addition to working with the biggest names of the Indian film industry, they have chosen to further increase the dynamism of their movies by collaborating with the best in the international field of filmmaking.

## SESSION 6

10.00 AM – 11:30 AM

### The Essentials of Budgeting and Scheduling

Alan covers methods of developing the right shooting schedule and a working budget for a feature film. He then focuses on development of budgeting heads, overall budgeting issues and structures for efficiently valuating the project.

#### Session by

**Alan McAlex, Producer, Jar Pictures**



#### Alan McAlex

Alan McAlex realised his passion for production while he was an assistant to some of the top cinematographers in India. He plunged into production, and executive/line produced some critically acclaimed films like *Frozen* (2007 Toronto), *Peepli Live* (2010 Sundance), *Autumn* (2010 Toronto) and *Patang* (2011 Berlinale) to name a few. Over the years, he has moved towards producing films along with his business

associate, Ajay Rai at Jar Pictures. The company recently produced *Liar's Dice* and also got associated with Collective Phase to produce *I.D.* (2012 Busan). Currently he is producing a Sundance Mumbai Mantra Screenwriters' Lab 2012 selected project, along with Guillermo Arriaga (*Amores Perros*, *21 Grams*, *Babel*).

## SESSION 7

11.45 AM – 1:00 PM

### The Development Process of Films - An Indian Perspective

Urmi discusses the role of a producer in the development process and how to choose the right content and how to nurture it. She further talks about understanding different audiences involved at every stage of the development process and articulates the obvious to create guidelines.

#### Session by

**Urmi Juvekar, Screenwriter**



#### Urmi JUVEKAR

Urmi started her career as a director for non-fiction television programmes before turning to scriptwriting. Her first film was *Darmiyaan*, followed by *Shararat*. Her other films, *Oye Lucky Lucky Oye*, *I Am* and *Shanghai* have won awards and have been screened at various film festivals and MoMA. She wrote the story of *Rules*, *Pyar ka Superhit Formula*. Her documentary *House of God* was telecast on ZDF-Arte and Shillong Chamber Choir and

the little home school was screened at IDFA. She worked as the Creative Producer for *Love, Sex aur Dokha*. She attended the Screenwriter's Lab at Binger, Amsterdam.

## SESSION 8

2:15 PM - 3:15 PM

## Understanding Co-Production Markets and International Funds

Teresa discusses the Medienboard and the dynamics of public funding in and co-production with Germany.

Bianca introduces the Hubert Bals Fund and its role in financially supporting cutting-edge cinema from across the world. Additionally, as former co-head of Rotterdam's Cinemart, Bianca discusses the function of co-production markets.

## Session with

**Dr. Teresa Hoefert de Turégano, Advisor - Film Funding, Medienboard Berlin-Brandenburg**

## and

**Bianca Taal, Programmer and Cinemart Selection Committee, Interational Film Festival Rotterdam**

**Dr. Teresa HOEFERT DE TUREGANO**

The Medienboard Berlin-Brandenburg is a key institution for film and media professionals in Germany. Based in the capital region, the fund is open to outstanding national projects and it also has a strong focus on international co-productions, ranging from high-quality arthouse to blockbusters. The film funding department's annual budget is approximately €28.8 million. The fund supports films and film-related projects in the categories of script development,

project development, package promotion, production, distribution and sales, and other activities. Films which were helped with finance include international co-productions such as *Inglourious Basterds* by Quentin Tarantino, *Cloud Atlas* by Tom Tykwer, Lana & Andy Wachowski, *Anonymous* by Roland Emmerich, *DON – The King is Back* by Farhan Akhtar, *Amour* by Michael Haneke, and many others big and small, commercial and arthouse productions.

**Bianca TAAL**

The International Film Festival Rotterdam appointed Bianca Taal as programmer for its 2012 edition. Bianca oversees the selection of feature length films from Greece, Turkey, Israel, Iran and the Arab world. She is also a member of the CineMart Selection Committee. After finishing her Film and Television Studies at the University of Utrecht, Bianca started working with the International Film Festival Rotterdam in 2001 as a staff member of the Hubert Bals Fund and the CineMart. From 2005 - 2007, Bianca was co-Head of the CineMart. Consecutively Bianca

has been Director of the Hubert Bals Fund from 2007 - 2009. From 2009 - November 2011, Bianca worked as Head of Programmes at the Binger Filmlab in Amsterdam. Bianca was an advisor on the Committee Feature Fiction Film of the Dutch Film Fund from 2006 - 2010. Furthermore she is a member of the CineMart selection committee as well as the commission moving images of the Rotterdam Culture Council and she is a board member of the Holland Animation Festival in Utrecht.

**SESSION 9**

**3:30 PM – 4:30 PM**

**The Importance of Film Festivals**

The essential role festivals can play in the launch and distribution of films will be discussed from two distinct points of view. London Film Festival as a competitive audience-based platform and Cannes Critics' Week as an industry-focused event known for its discovery of new talent.

**Session with**

**Clare Stewart, Festival Director, BFI London Film Festival**

**and**

**Charles Tesson, Artistic Director, Semaine de la Critique**



**Clare STEWART**

Clare has been the Director of the BFI London Film Festival since 2012 as well as the British Film Institute's head of cinemas. Prior to the London Film Festival, Clare was the Director of the Sydney Film Festival. Clare was previously Head of Film Programs at the Australian Centre for the Moving Image (ACMI) where she was responsible for

the creative direction of ACMI Cinemas. She was the first Australian producer of Resfest and was Creative Director of ARTV. Previously Clare programmed for the Australian Film Institute for five years and the Melbourne Cinémathèque for seven years.



**Charles TESSON**

Since the late 1970's, Charles has been writing for the French film magazine, Cahiers du cinéma, where he was also editor-in-chief from 1998 to 2003. In 2011, he was named the artistic director of the Cannes Film Festival's Critic's Week, where he has consistently introduced up-and-coming directors to Cannes. Tesson is also a professor at the University of Paris III, teaching cinema history and aesthetics. A prolific author of books and essays on the subject of cinema, Tesson's published works on directors include Satyajit

Ray (1992), Luis Buñuel (1995), and Akira Kurosawa (2008). He has also authored books such as Photogénie de la Série B (1997) and Théâtre et cinéma (2007). Tesson co-wrote the Cahiers du cinéma special issue, Made in Hong Kong (1984), with Olivier Assayas and continues to contribute to an academic dialogue in the field of Asian cinema.

**SESSION 10**

4:45 PM - 5:45 PM

**Tea with Thierry Frémaux**

Participants have the unique opportunity to meet informally with **Thierry Frémaux, Cannes Film Festival General Delegate (Director)**.



**Thierry FREMAUX**

Thierry is the General Delegate (Director) of the Cannes Film Festival and has held this position since 2007. Previously, he was the Artistic Director of the Festival 2000 thru 2007.

**SESSION 11**

10:00 AM - 11:00 AM

**Working Creatively with a World Sales Company**

Acquisitions and marketing specialist, Chris Paton, will open up and discuss the potential for producers to engage with sales companies who can creatively enrich a project using their broad experience and deep knowledge of cinema. He will also go in-depth on how to package a film to optimize its potential within the film festival circuit.

**Session with  
Chris Paton, Acquisitions and Marketing  
Specialist**



**Chris PATON**

Chris Paton has over 25 years film-industry experience working in publicity with TriStar Pictures, DDA Public Relations, and Premier PR. He has worked with the Venice, Hong Kong, and Dubai Film Festivals and is on the Cinemart Advisory Board for International Film Festival Rotterdam. He most recently served as Senior Vice President, Acquisitions at Fortissimo

Films and has been appointed UK-Ireland Delegate for the San Sebastian Film Festival.

**SESSION 12**

11:15 AM - 12:15 PM

**Add Salt to Taste - Marketing the essential ingredient for the taste of Box Office success**

Vivek takes you through two case studies to emphasize the importance of marketing to the success of a film:

- Big film, Big star, Big Pressure – My Name is Khan
- Small film, No Stars, Bigger Pressure – Jolly LLB

**Presentation by  
Vivek Krishnani, Head of Distribution, Marketing  
and Syndication at FOX STAR STUDIOS**



**Vivek KRISHNANI**

Vivek's responsibilities include providing strategic direction to the business with a view to maximizing revenue and contribution for Bollywood, Hollywood and regional film releases in India. His responsibilities include formulating release strategies, developing a sound marketing strategy, digital syndication and to steer initiatives that support revenue growth in India. Vivek and his team have successfully released films like *AVATAR*, *Ice Age series*, *X-MEN series*, *Life of Pi*, *Slumdog Millionaire*,

*My Name is Khan* and are currently involved in the release of their next films *Bullett Raja* and *Bang Bang*. Prior to this role, Vivek was Executive Director, Marketing Asia Pacific at Turner Entertainment Networks Asia. Vivek joined Turner from Radio City, where he was part of the start-up team that set up the radio station in 4 cities. Prior to Radio City, Vivek was responsible for the strategic planning and marketing team at Star Plus and was involved in the transition of Star Plus changing from an English to a Hindi language channel.

**SESSION 13****12:30 PM - 1:30 PM****Alternative Marketing and Distribution Platforms for Films**

Digital is revolutionizing the way in which films are marketed and distributed. India is a very young country with over 50% percent of India's population below the age of 25. This audience is very important for the film industry and the best way to engage with this audience is through digital media. They are increasingly consuming entertainment content on digital platforms - on demand. This trend will only increase with better networks and better devices in the future. Young India is adopting digital media with a vengeance since

digital gives viewers the power to watch their favorite content anytime and anywhere. This is a very big departure from traditional media.

Rajjat talks about how film marketing and distribution will have to go digital in order to engage with young India.

**Session by****Rajjat Barjatya, Managing Director & CEO,  
Rajshri Media****Rajjat BARJATYA**

Rajjat is Managing Director & CEO of Rajshri Entertainment Private Limited, India's leading digital entertainment studio. Part of the 65 year old Rajshri group, India's leading film and TV studio, Rajshri Entertainment creates aggregates and distributes premium entertainment and special interest content across new media platforms and digital entertainment devices. Rajshri Entertainment has built a large audience across the world that consumes entertainment content on-

demand, anywhere and anytime!

Born in a family known for producing clean and wholesome family entertainment, Rajjat's ambition is to take Indian entertainment global through the five screens in one's life: cinema, TV, PC, mobile phone and tablet computers. A leukemia survivor, Rajjat is a born entrepreneur and is also passionate about philanthropy. He is currently engaged in setting up Rajshri Foundation.

**SESSION 14****2:45 PM - 4:00 PM****World Sales - Maximising Revenues for a Film**

Two key figures from the world of sales and distribution - one French and one from the USA - share their extensive and diverse knowledge on the role of sales companies, distributors and the current state of the market in particular relationship to Indian cinema.

**Session with****Laurent Danielou, Managing Director & Head of  
Acquisitions, Rezo Films  
and****Ben Rekhi, Vice President of Acquisitions & Apsara  
Distribution, IM Global****Laurent DANIELOU**

Laurent is Managing Director of Rezo Films International, a world sales company based in Paris. He recently produced or co-produced Eric Rohmer's *Triple Agent*, Philippe Leclerc's *Princess of the Sun* and Alexander Sokurov's *Alexandra*.

Rezo is the world sales branch of leading French independent film production and distribution company, Rezo Films, created in 1992.

**Ben REKHI**

Ben is currently Vice President, Acquisitions & Apsara Distribution for IM Global where he tracks and manages all incoming submissions to the Acquisitions department as well as handling acquisitions for Apsara, the company's Asian region rights buying and distribution vehicle. IM Global is one of the leading film financing, production, sales and distribution companies in the world.

**SESSION 15**

**4:15 PM - 5:15 PM**

**Packaging and Marketing a Film**

Uday discusses the essentials of packaging and marketing a film in today's scenario of content-rich, visually-dynamic and diverse filmmaking.

**Session by**  
**Uday Singh, Managing Director, Motion Pictures Association, India**



**Uday SINGH**

Uday is the Managing Director of the Motion Pictures Association, India which is a wholly owned Indian subsidiary of the Motion Pictures Association, and represents the interests of the American motion picture industry in India, specifically the companies Paramount Pictures, Sony Pictures Entertainment, Twentieth Century Fox, Universal City Studios, Walt Disney Studios, and Warner Bros. Entertainment Inc. The Association works closely with local

industry, government, law enforcement authorities and educational institutions to protect the film and television industry. Uday is also the Chairman, LA India Film Council. Established in 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the LA India Film Council was formed to facilitate and strengthen motion picture production, distribution, technology, content protection, and commercial cooperation between the two communities.

**SESSION 16**

**5:30 PM – 6:30 PM**

**In Conversation with Christian Jeune**

One of the key figures at the Cannes Film Festival, Christian has a long-standing relationship with Indian cinema and will discuss the role the world's premiere festival event can play in the journey of a film.

**Talk by**  
**Christian Jeune, Director of the Film Department ad Deputy General Delegate, Cannes Film Festival**



**Christian JEUNE**

Christian Jeune is the Director of the Film Department and Deputy to the General Delegate of the Cannes Film Festival. Christian has 22 years of experience in the film industry, and has been the head of Regie des Films since 1994.

**SESSION 17****10:00 AM - 11:30 AM****Case Study on Crowdfunding: Lucia**

Pawan speaks about how he used the digital medium to crowd fund his low budget independent feature film, *Lucia*, as well as market and distribute the film successfully.

**Presentation by****Pawan Kumar, Producer/Director/Writer****Pawan KUMAR**

Pawan Kumar is producer/director/writer from Bangalore. He has produced Kannada's first crowd-funded film called *Lucia*. As a director, he has two feature films to his credit and four as a writer. He is now taking the concept of crowd-funding for independent films forward with his company, Audience Films.

**SESSION 18****11:45 AM - 1:15 PM****10 New Rules for the Film Industry**

Thomas, one of the world's foremost experts on internet-financing and exploitation of films, takes you through the changing dynamics of the film business in the digital realm.

**Presentation by****Thomas Mai, Founder, FanDependent****Thomas MAI**

Thomas is a strategist, advisor and consigliere (your "guy in the corner"). He was a sales agent for 15 years, selling films for Lars von Trier, Susanne Bier, Lone Scherfig, Thomas Vinterberg and Lukas Moodysson among many many others. Thomas ran Trust Film Sales in Copenhagen and Katapult Film Sales in Los Angeles. Thomas has produced four feature films, two Danish and two American, each winning

numerous awards and starring the likes of Leonardo DiCaprio and Tobey Maguire. The last film he produced was selected for the main competition at Sundance. For the last four years, Thomas has been touring the world delivering workshops to filmmakers about the new and innovative methods of financing, marketing & distributing film content in our social media connected world.

SATURDAY  
24 NOVEMBER 2013

2.30 PM – 3.30 PM  
Lab Wrap-up and Feedback

Session with  
Marten Rabarts, Senior Consultant, Training &  
Development, NFDC  
and  
Shivani Saran, Supervising Producer, NFDC

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## NOTES

**NFDC**  
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