

20 – 24 NOVEMBER 2015 • GOA MARRIOTT RESORT, INDIA

FILM

OFFICES

AT THE FILM BAZAAR



by NFDC

FILM OFFICES PACKAGE

USD
8,000
(INR 5,00,000)
inclusive of taxes

THE COST WILL INCLUDE THE FOLLOWING –

Film Office for 5 days (20 – 24 November 2014)*

Film Bazaar Accreditation for 2 persons

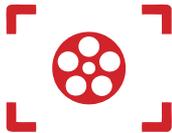
Two Single Occupancy Rooms at the Film Bazaar
partner hotels

One Key branding spot at the Bazaar venue

One Advertisement in the Delegate Manual

Fliers / publicity material provided by the sponsor
will be inserted in the delegate bags.

** Rooms will be made available on the 19th evening for set up.*



THE BASIC OBJECTIVE of Film Offices is to connect Tourism bodies and Film Commissions with participating filmmakers from India and abroad. The Offices provide a platform to showcase locations and incentives that will benefit both the country and the filmmaker.

With interaction between the two stakeholders being ensured by NFDC through structured meetings (in the form of speed-dating), is aimed on the one hand to sensitize Tourism bodies to the needs of the film industry, and on the other, to acquaint the film fraternity about specific details of locations, incentives, rebates, etc.



WHY THIS INITIATIVE?

"I GOT MY NEXT FILMING DESTINATION THROUGH FILM BAZAAR - IT WOULD BE GREAT TO SEE MORE COUNTRIES COMING HERE AND OFFERING EXACT INFORMATION RELATED TO FILM PRODUCTION AND HOW IT WOULD BE BENEFICIAL TO A DIRECTOR."

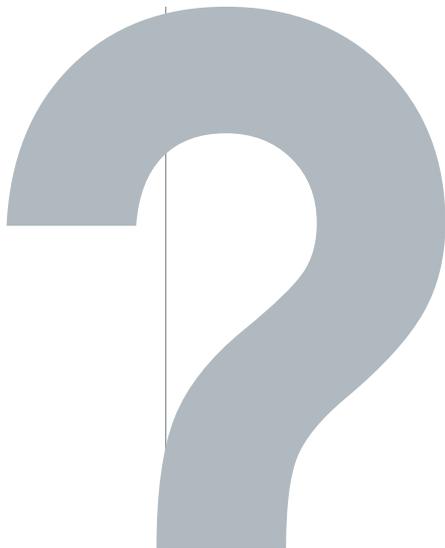
Anurag Basu, Filmmaker, India

FILM OFFICES is a new segment that was introduced at Film Bazaar 2014, to bring to filmmakers the world of picturesque locations that would fit into their scripts and add value to their films. The motive is not just to enhance scenic beauty, but also augment authenticity and novelty, that flesh out stories being told in a natural light.

OVERVIEW

OF FILM OFFICES 2014

- There were five participant offices in 2014, which were Chattisgarh Tourism, Telangana Tourism, Madhya Pradesh Tourism, Tamil Nadu Tourism (TTDC) and Korea (Korea Film Council & Korea Tourism Organisation).
- Film offices gave different film commissions and tourism boards a platform to showcase their locations and also shooting incentives and facilities offered by them.
- The organizing team of Film Bazaar set up one-on-one meetings for the Film Office officials with Indian as well as International Directors, Producers, line producers and other delegates scouting for shoot locations and information during the Bazaar. The Producer's Lab participants were also taken to all the offices. Apart from the arranged meetings, there were many walk-in delegates as well. The representatives of the Offices also attended the networking Cocktails where they met delegates who could not visit during the day.
- The Film Bazaar team also arranged for prominent filmmakers likes Rohan Sippy, Anurag Basu, Vishal Bhardwaj, Anupam Kher & Karan Johar to visit the Film Offices.
- The Offices were given branding at prominent locations of the venue to further strengthen their presence at the Bazaar.



WHY

**ARE
LOCATIONS
AN
IMPORTANT
ASPECT OF
INDIAN
CINEMA?**

“HAVING ANALYSED THE INDIAN MARKET, POLISH TOURIST ORGANISATION SPECIALISTS CONCLUDED THAT BOLLYWOOD WAS THE BEST TOOL FOR IMPACTING INDIA’S COMMUNITY, INCLUDING POTENTIAL HOLIDAYMAKERS”, RAFAŁ SZMYTKE, THE POLISH TOURIST ORGANISATION PRESIDENT, TOLD A PRESS CONFERENCE IN WARSAW.

From the picture-perfect locales of Europe to the Amazon rainforests, the Great Indian Traveller is everywhere. Be it marvelling at the Great Barrier Reef, taking in a slice of history

at the Pyramids of Egypt, or venturing out to lesser-known lands like the Caribbean or Africa, Indians are exploring the globe like never before.

And before they visited these picturesque lands, the Indian cinegoer was introduced to these locations through the big screen.



Kick

CASE STUDY

POLAND AT FILM BAZAAR

The Polish delegation & Film Polska Productions have been participating at the Film Bazaar since 2011 and through the years have been interacting with many Indian filmmakers and presenting to them the benefits of filming in Poland.

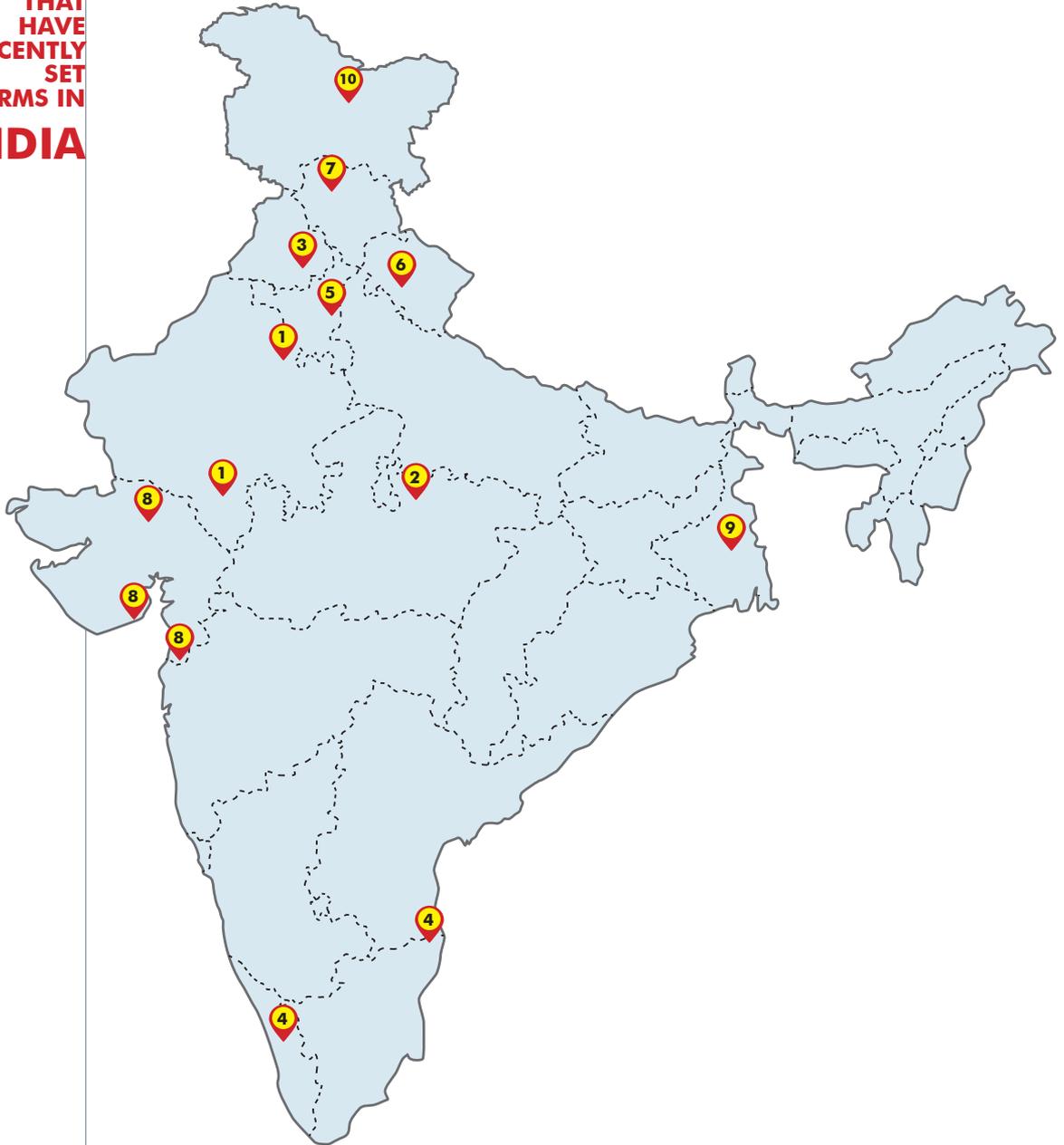
The following films have consequently been shot / being shot in Poland –

1. *Kick*, the largest Indian production of 2014, directed by Sajid Nadiadwala and a Salman Khan starrer was extensively shot in Warsaw, Poland.
2. *Bangistan*, an upcoming Bollywood comedy starring Riteish

Deshmukh and Pulkit Samrat and produced by Ritesh Sidhwani and Farhan Akhtar is mostly shot in Poland. The film is to release in July 2015.

3. The comedy film, *Shaandaar*, directed by Vikas Bahl, is shot in the palace in Kozłówka, and Film Polska Productions, a local line – production company, managed the production in Poland. The film is also to release in 2015.
4. In June 2014, Film Polska also produced in Krakow one of the most popular shows in India, *Veera*, and at the beginning of November a new action series, also for the Indian market.

**SOME OF
THE FILMS
THAT
HAVE
RECENTLY
SET
NORMS IN
INDIA**



8 : Film Offices

1. *The Second Best Exotic Marigold Hotel* (2015) and *The Best Exotic Marigold Hotel* (2011) starring Dev Patel and Judi Dench, these John Madden movie were exclusively shot in the state of Rajasthan, including the cities of Jaipur and Udaipur.

2. *Singularity* (2013) directed by Roland Joffé starring Bipasha Basu was shot in Madhya Pradesh's Orchha region.

3. Academy Award-winning director Kathryn Bigelow shot parts of *Zero Dark 30* (2012) in Chandigarh.

4. Ang Lee's *Life of Pi* (2012), starring Irfan Khan, was shot mainly in Puducherry (earlier Pondicherry) and the popular hill station of Munnar in Kerala.

5. *Eat, Pray, Love* (2010) produced by Brad Pitt, starring Julia Roberts was shot in Ashram Hari Mandir in Pataudi, Haryana.

6. *Dum Laga Ke Haisha* (2015), produced by Maneesh Sharma and starring Ayushmann Khurrana, is the first Bollywood film to be shot entirely in Haridwar, Uttarakhand.

7. The romantic action comedy, *Bang Bang* (2014), starring Hrithik Roshan and Katrina Kaif, was shot in the Indian mountain destinations of Shimla and Manali (Himachal Pradesh)

8. *Kai Po Che!* (2013), a film directed by Abhishek Kapoor based on Chetan Bhagat's novel, was shot in Mehsana district of Gujarat, old Ahmedabad and around Daman and Diu.

9. Sujoy Ghosh's *Kahaani* (2012) starring Vidhya Balan was shot in the streets of Kolkatta, West Bengal.

10. Vidhu Vinod Chopra's *3 Idiots* (2009), starring Aamir Khan was shot in Ladakh.

“3 IDIOTS”
HAS GIVEN AN
UNEXPECTED FILLIP
TO TOURISM IN
LADAKH. EARLIER,
THE PEOPLE
LIVING HERE
WERE DEPENDENT
ON FOREIGN
TOURISTS, BUT
THIS MOVIE
HAS HELPED IN
ATTRACTING
DOMESTIC
TOURISTS,” SAID
NISSAR HUSSAIN,
ASSISTANT
DIRECTOR OF
THE J&K TOURISM
DEPARTMENT,
LADAKH.



The United Nations World Tourism Organisation (UNWTO) predicts that India will account for

50
million
outbound tourists by 2020*

SOME OF THE FILMS THAT HAVE RECENTLY SET THE NORM...

1. *Kaho Na...Pyar Hai* (2000), a Hrithik Roshan starrer, was extensively shot in New Zealand.

2. Hrithik Roshan's *Krrish* (2003), which gave Indian audiences its first Superman, was shot mainly in Singapore.

3. The Forbidden City, China, made an appearance in an Indian film for the first time in

Akshay Kumar-starrer *Chandni Chowk to China* (2009).

4. Imtiaz Ali's *Rockstar* (2011), starring Ranbir Kapoor and Nargis Fakhri, explored the hitherto untouched location of Prague in the Czech Republic.

5. The year 2012 saw Kabir Khan shooting his *Ek Tha Tiger* in Cuba, Turkey and Ireland.

6. Abbas-Mustan used Wellington, Auckland and St. Petersburg as a setting for their film, *Players* (2012).

7. Homi Adajania's *Cocktail* (2012) was shot in London and Cape Town, South Africa.

8. The borough of Manhattan in New York City came alive in Gauri Shinde's *English Vinglish* (2012).



The 'Kuoni Travel Report India 2007' predicts that total outbound spending will cross the

USD
28
billion mark
in 2020*

*http://publications.unwto.org/sites/all/files/pdf/090616_indian_outbound_travel_excerpt.pdf (page 9)

9. Susi Ganesan's romantic thriller *Shortcut Romeo* (2013) has been shot in Masai Mara and Nairobi, Kenya.

10. Sajid Nadiadwala's *Kick* (2014), starring Salman Khan, was shot on location in Warsaw, Poland.

11. Shahrukh Khan starrer *Happy New Year* (2014) was shot in Dubai, UAE.

12. *Bang Bang* (2014), starring Hrithik Roshan and Katrina Kaif, was shot in Abu Dhabi (UAE), Santorini & Mykonos (Greece), Phuket & Similan Island (Thailand) & Prague (Czech Republic).

13. Best Film at the 60th Filmfare Awards, *Queen* (2014), was mostly shot in Paris and Amsterdam.

...And many more films shot in locations around the world.

MAPPING MOVIES INTERNATIONALLY

Yash Raj Films (YRF), India's Premier Film Studio, entered into an agreement with SOTC, a part of the Kuoni Travel Group, India, and Brandinvest AG, a Switzerland-based enterprise. The partnership offers a unique and once in a lifetime entertainment experience to Indians and Indian-film fans visiting Switzerland. The 'YRF Enchanted Journey' gives consumers an opportunity to re-live the YRF experience by visiting original sites and locations in Switzerland used in their movies - Dilwale Dulhania Le Jayenge, Mohabbatein, Veer-Zaara, Chandni, Darr and Bachna Ae Haseeno and many others.

Some of the biggest blockbusters of Bollywood, shot in Western Europe, that impacted Indian Bollywood viewers are *An Evening in Paris* (France and Switzerland) *Chandni, Lamhe, Dilwale Dulhaniya Le Jayenge* (UK & Switzerland), *Bachna Ae Haseeno* (Italy & Switzerland), *Taal* (UK), *Kabhi Khushi Kabhi Gham*, (UK), *Namastey London* (UK), *Cheeni Kum* (UK), and *Zindagi Na Milegi Dobara* (Spain). Many articles in the popular press have reported that Indian audiences and even non-Indian audiences who watch Bollywood movies on a regular basis visit the destinations shown in the movies



English Vinglish

Spain, also a current top five global destination, reported 52 million international visitors in 2009, but a surprisingly low number of only 12,800 were from India. However, numbers increased dramatically after the 2011 release of the Bollywood blockbuster *Zindagi Na Milegi Dobara*. The number of reported Indian tourists in Spain in 2011 topped 115,000, increasing the arrivals from India by nearly 1000%.



Zindagi Na Milegi Dobara

“OUR ULTIMATE GOAL FOR OUR FIRST PARTICIPATING IN THE FILM BAZAAR EVENT WAS TO SHOWCASE KOREA AS THE PERFECT SHOOTING DESTINATION. WE MET A LOT OF IMPORTANT PEOPLE REPRESENTING INDIAN FILM INDUSTRY, ESPECIALLY DIRECTORS & PRODUCERS. NOW WE CAN PREPARE OURSELVES AND MAYBE NEXT YEAR PARTICIPATE IN A BIGGER SCALE SUCH AS HOSTING A COCKTAIL AND PARTICIPATE IN MORE EVENTS AT THE BAZAAR.”

Daniel H. Byun, Commissioner of KOFIC, Korea



Film Bazaar offers an array of branding avenues for promoting, marketing and enhancing the visibility of attending organisations in South Asia’s global film market through –

- › HOSTING EVENING COCKTAILS, LUNCHESES & DINNERS
- › HOSTING AFTER DINNER PARTIES
- › ADVERTISEMENTS IN FILM BAZAAR MARKET GUIDE
- › SIGNPOST ADVERTISING
- › INSERT OF BROCHURES / MERCHANDISE IN DELEGATE KIT

About Film Bazaar

ORGANIZED by the National Film Development Corporation (NFDC), Film Bazaar, in its 9th edition, is a platform exclusively created to encourage collaboration between the international and South Asian film fraternity.

The Bazaar is focused on discovering, supporting and showcasing South Asian content and talent in the realm of filmmaking, production and distribution. A converging point for film buyers and sellers from all over the world, the Bazaar also aims at facilitating the sales of world cinema in the South Asian region.

First held in 2007, Film Bazaar has evolved into South Asia's global film market, witnessing an increased South Asian and international participation with every edition.

The 2014 market saw an attendance of 1042 delegates (a year-on-year growth of nearly 50%) from 38 countries, including dedicated country delegations from Canada, South Korea and Poland.

The 9th edition of Film Bazaar will be held from November 20 – 24, 2015 at the Goa Marriott Resort, India.

I AM IN A POSITION TO JUDGE THIS MARKET AS A PROFESSIONAL AS I HAVE BEEN TO ALL MAJOR CO-PRODUCTION MARKETS IN THE WORLD. I HAVE TO SAY I AM QUITE IMPRESSED. IT'S FULL OF GOOD FILMMAKERS AND GOOD PROJECTS. IN THE LONG RUN, I SEE FILM BAZAAR AT PAR WITH CANNES, BERLIN AND AMERICAN FILM MARKET."

Thierry Fremaux, Director, Cannes Film Festival

INCORPORATED in the year 1975, National Film Development Corporation Limited (NFDC) was formed by the Ministry of Information and Broadcasting, Government of India, with the primary objective of promoting the Good Cinema Movement.

NFDC has over the years produced noteworthy films (with acclaimed filmmakers) like *Ghare-Baire* (Satyajit Ray), *Gandhi* (Richard Attenborough), *The Making of the Mahatma* (Shyam Benegal), *Salaam Bombay* (Mira Nair), *Jaane Bhi Do Yaaro* (Kundan Shah), *Mirch Masala* (Ketan Mehta), *The Lunchbox* (Ritesh Batra), *The Good Road* (Gyan Correa), among many others.

With financial support extended to more than 300 films in 21 regional languages, NFDC's architecture aims towards creating domestic and global appreciation of good cinema.

In addition to production of films, NFDC has been instrumental in creating an ecosystem to support the development, financing and distribution of independent films across the country. Film Bazaar, a NFDC initiative, has been an integral part of this process.



NFDC

cinemas of india

6th Floor, Discovery of India Building,
Nehru Centre, Dr. Annie Besant Road,
Worli, Mumbai 400 018

T +91 22 6628 8288 | F +91 22 2495 2262

E filmoffice2015@gmail.com

www.filmbazaarindia.com

www.nfdcindia.com | www.cinemasofindia.com

