



TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

TAMIL CINEMA TRADE GUIDE

Issue - 1/2024

English Monthly

March 2024

ags

entertainment
KALPATHI S. AGHORAM
PRESENTS

THALAPATHY
VIJAY

THE GREATEST OF ALLTIME

A VENKAT PRABHU HERO



PRODUCED BY KALPATHI S. AGHORAM
DIRECTED BY VENKAT PRABHU
CASTING BY VENKAT PRABHU
COSTUME DESIGNER: VENKAT PRABHU
EDITING: VENKAT PRABHU
SOUND DESIGNER: VENKAT PRABHU
MUSIC BY: VENKAT PRABHU
CINEMA: VENKAT PRABHU
DISTRIBUTION: VENKAT PRABHU
OFFICE: VENKAT PRABHU
CONTACT: VENKAT PRABHU
KALPATHI S. AGHORAM KALPATHI S. GANESH KALPATHI S. SURESH
TAMIL TELUGU KANNADA HINDI



STONE BENCH
FILMS

Invenio Origin

PURATCHI THALAPATHY
VISHAL
IN

ZEE STUDIOS

Rathnam

STORY - SCREENPLAY - DIALOGUE - DIRECTION
HARI
DEVI SRI PRASAD



WORLDWIDE RELEASE th

APRIL 26

M.SUKUMAR P.V.BALAJI T.S.JAY VIVEKA
KANAL KANNAN PETER HEIN DHILIP SUBBARAYAN VICKY
M.ASHOK NARAYANAN THAMBAYYA MURUGESAN N.JOHN ALBERT PS.GANESH CHINNA R.RAJENDRAN R.RAJKUMAR
C.K.KRISHNA N.KRISHNAMOORTHY B.MOHANRAJIV R.TARUN RANGASAMY L.V.RAJA
VASUKI BASKAR KALAI UM S.MOHAN NIKIL MURUKAN PAWAN KNACK STUDIOS
CO PRODUCERS ALANKAR PANDIAN - KALYAN SUBRAMANIAM

ADITYA
MUSIC

PRODUCED BY KAARTHEKEYEN SANTHANAM - ZEE STUDIOS

BEST WISHES FROM



S.S. LALIT KUMAR

Tamil Film Active Producers Association

Regd. No. SRG/Chennai South/250/2020 under Tamil Nadu Societies Registration Act 1975



P. Bharathirajaa
President



T. Siva
General Secretary



S.R. Prabhu
Vice President



Visit: www.TFAPA.com
Contact: tfapa2020@gmail.com

Tamil Film Active Producers Association (TFAPA) was formed in August 2020 by Legendary Director and Producer Shri P. **Bharathirajaa** along with several leading film producers of Tamil Cinema. Today TFAPA boasts of over 250 Active Film Producers as its members, many of them are who is who of the Tamil film industry. TFAPA is providing full-fledged services to its members including Title registration, Publicity clearance for Censor certification, Quick dispute resolution, Negotiations on wages and salaries with FEFSI, Negotiations on rates with Outdoor units and other service providers, Clearance to FEFSI for shooting, Recommendation to State Government for Awards and Subsidy, Guidance to members on various business matters from time to time, coordinating with Theatre Owners Association for the progress of the industry, taking up industry related issues with State/Central Governments and playing an active part in organizing industry related events regularly for the benefit of its members. If you wish to be a Producer in Tamil Cinema, be a part of TFAPA and let us progress together.

Tamil Cinema Trade Guide, first ever Trade Magazine from a Film Industry Association (TFAPA) shall present the progress of Tamil Cinema to all the stake holders of the industry every month. It will focus on the business of Tamil Cinema to help all our Producer members to reach out to potential buyers of various rights of a film (satellite, digital/OTT, music, overseas, theatrical release, Hindi and other languages dubbing etc.) by promoting their films through this trade guide. Buyers of various rights or financiers of a film can issue **Public Notice** through the Trade Guide for the information of all concerned. In addition, the Trade Guide aims to help the Producers to reduce the cost of filmmaking and release by sharing all information about production, post-production costs, subsidy available for shooting in various cities/overseas, best practices followed in other language industries, changes and advancements in technology for awareness, release schedules of films, industry information, best promotion and publicity details. In a nutshell, Tamil Cinema Trade Guide will be the single source of information guide on Tamil Cinema for everyone connected to Tamil Cinema across the globe.

(To ensure the content of Trade Guide reaches out to all connected with Tamil Film Industry, the guide is presented in English. We seek the understanding of Producer Members in this regard).



T.G. Thyagarajan
Working President



G. Dhananjeyan
Treasurer



S.S. Lalit Kumar
Joint Secretary



Suresh Kamatchi
Joint Secretary


INFINITI
FILM VENTURES



Dir. RAMANA | VIJAY ANTONY-ACHU RAJAMANI | PRAVEEN KL. | K. ARUSAMY
SUPREME SUNDAR | MAHESH MATHEW | SHIMONA STALIN | ANNAMALAI | HARI PRASAD
MAHESH JAYACHANDRAN | THANDORA | SURESH CHANDRA-REKHA (D'ONE)
PRADEEP SUBRAMANYAM | K. CHELLAN | R. LEO FRANCIS

PRODUCED BY

KAMAL BOHRA | D. LALITHAA | B. PRADEEP | PANKAJ BOHRA

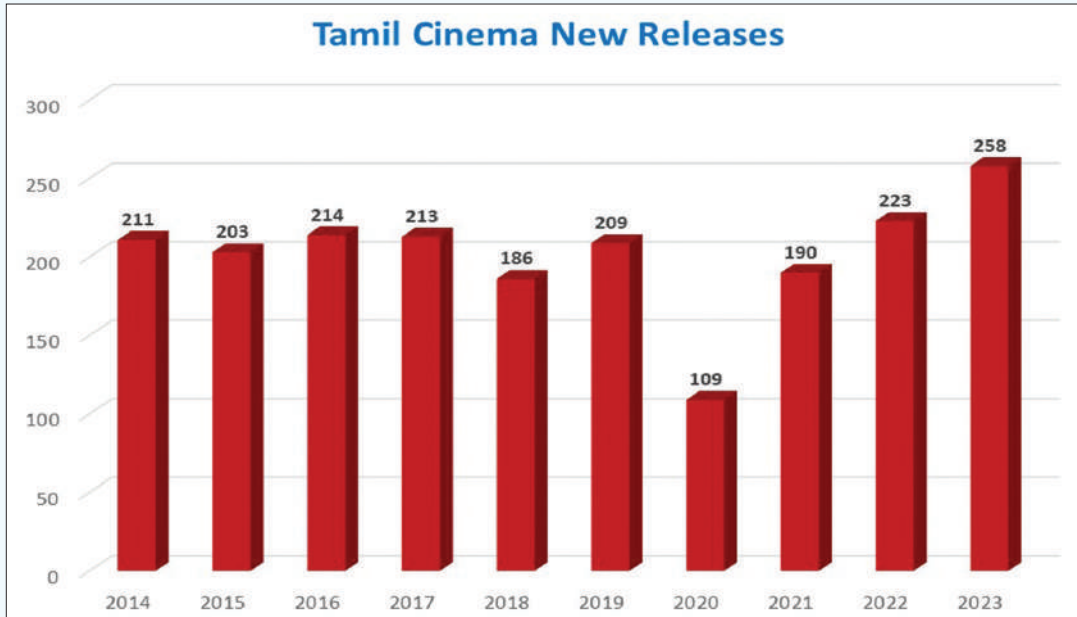
COMING SOON IN THEATRES

VIJAY ANTONY IN
MAZHAI
Pidikkatha
MANITHAN
S.D. VIJAY MILTON



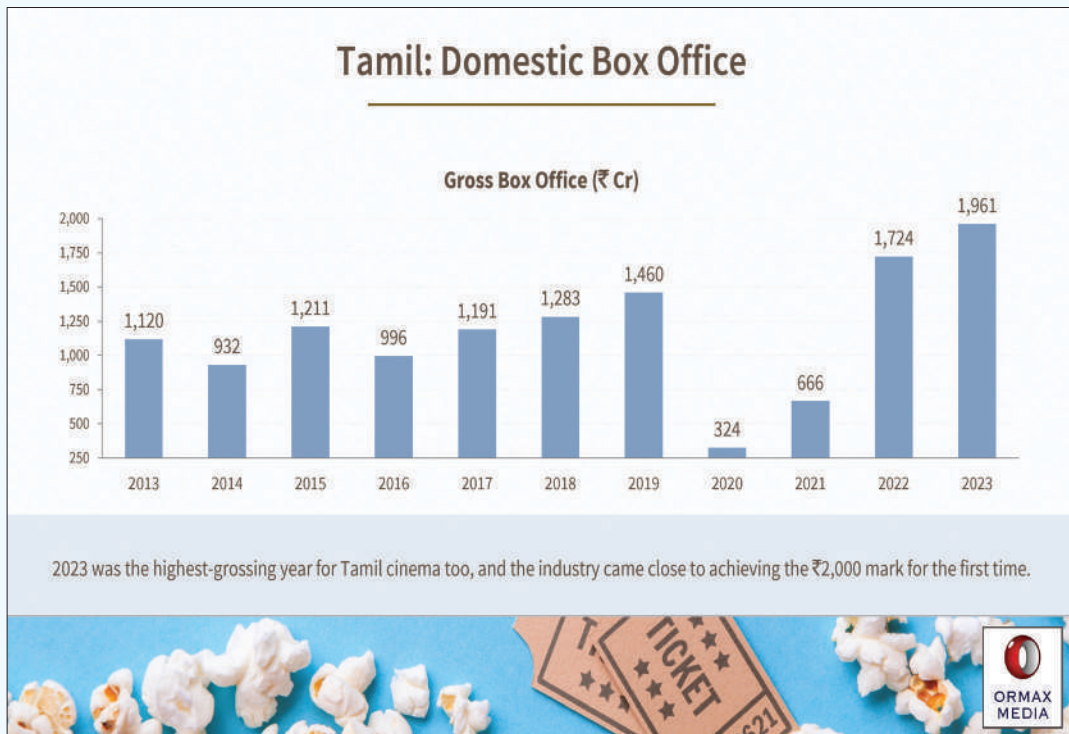
TAMIL CINEMA in 2023: A Summary

Number of Tamil Films released over the years



Tamil Cinema recorded the highest ever new film releases in 2023 with 258 films. The important development is new releases through OTT Direct Premiere which touched its peak with 45 films in 2021 has reduced to just 6 (independent) films in 2023 as most OTT platforms have changed their strategy and are keen to stream only those films, which had a theatrical release.

Box Office Collections over the years



Source: Ormax Media

Tamil Cinema recorded the highest ever Rs.1,961 crore as Gross Box Office Collections in domestic markets (India Box Office) in 2023, thanks to two Big Hits *Jailer* and *Leo* and several other films.

V HOUSE
PRODUCTIONS
SURESH KAMATCHI
PRESENTS


**BIG SCREEN
COMPETITION**
INTERNATIONAL
FILM FESTIVAL
ROTTERDAM
2024

NIVIN PAULY ANJALI SOORI

Yezhu Kadai Yezhu Malai

WRITTEN & DIRECTED BY RAM
A YUVAN SHANKAR RAJA MUSICAL

DOP NK EKHAMBRAM EDITOR MATHI VS LYRICS MADHAN KARKY
PRODUCTION DESIGNER UMESH J KUMAR ACTION STUNT SILVA
COSTUME DESIGNER CHANDRAKANT SONAWANE CHOREOGRAPHER SANDY
MAKEUP PATTANAM RASHEED SOUND DESIGN RAJA SEKAR K
RE-RECORDING MIXING HARI PRASAD MA & VINOOTH THANIGASALAM
PRO A JOHN STILLS JAIKUMAR VAIRAVAN PUBLICITY DESIGNS PRAVIN PK

PRODUCED BY SURESH KAMATCHI



All-India Gross Box Office: 2023

Box Office by Language (2022 Vs 2023)

Language	Gross BO (2022)	Gross BO (2023)	Growth %	% Share (2022)	% Share (2023)
Hindi	3,513	5,380	53	33	44
Telugu	2,145	2,265	6	20	19
Tamil	1,724	1,961	14	16	16
Hollywood*	1,230	1,139	-7	12	9
Malayalam	633	572	-10	6	5
Kannada	810	312	-61	8	3
Punjabi	147	235	60	1	2
Marathi	268	201	-25	3	2
Bengali	77	66	-15	1	1
Gujarati	56	50	-10	1	0
Others	35	43	23	0	0

Hindi & Punjabi cinema have grown by more than 50%. Tamil is the only other major language to see double-digit growth.

After its best-ever year in 2022, Kannada cinema saw a steep decline of 61% in its gross BO in 2023.

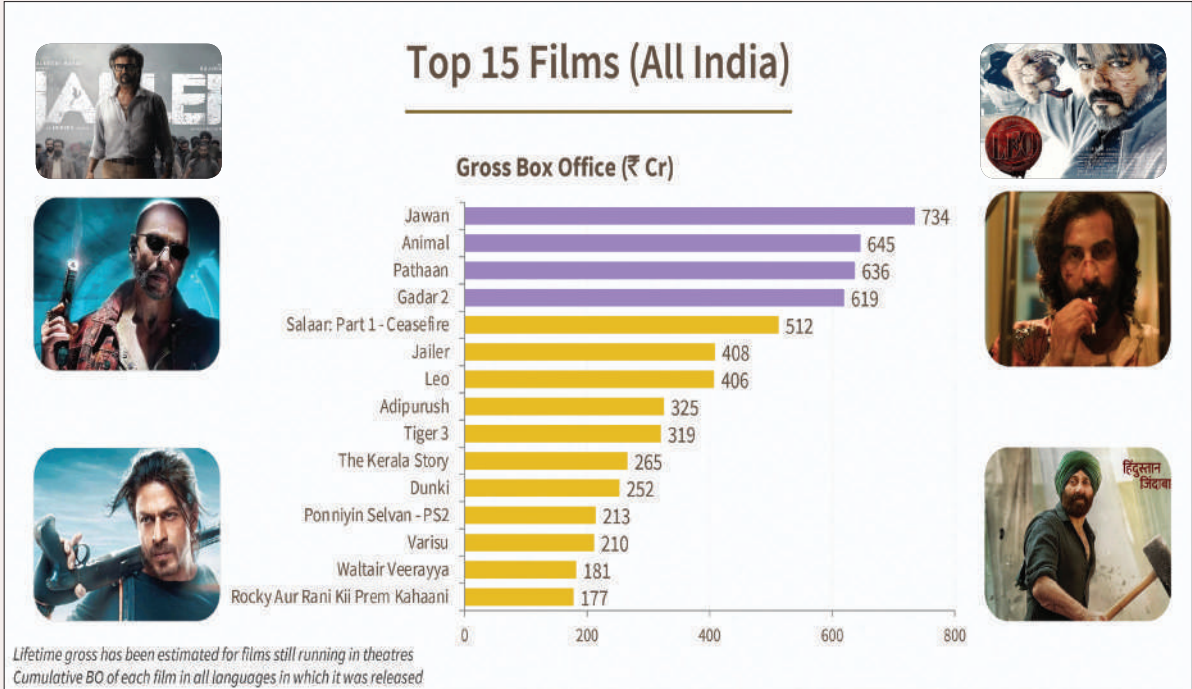
Gross BO figures in ₹ Cr
*Hollywood includes all language versions



Source: Ormax Media Research Report

Tamil Cinema’s contribution to all-India box office is at 16% while South India box office contributes to 43% against 44% of Hindi cinema. The four South Indian languages are almost equivalent to Hindi Box office!

All-India Box Office: Top 15 Films



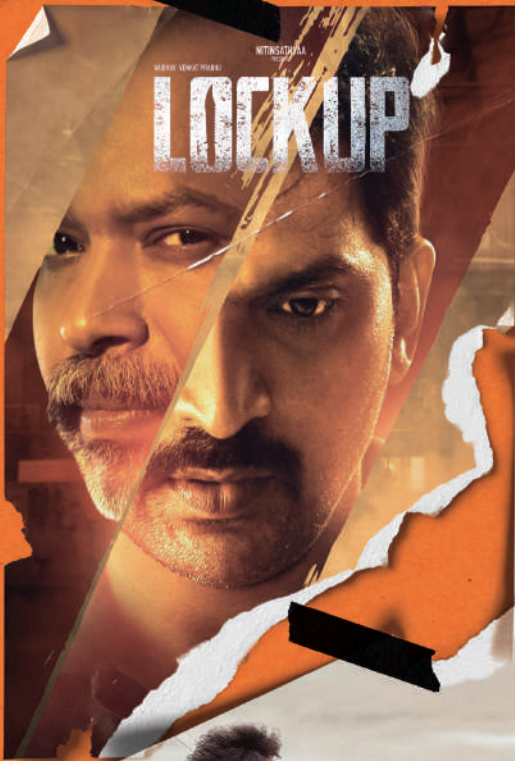
Source: Ormax Media Research Report

Four Tamil films (*Jailer, Leo, PS-2 and Varisu*) feature in the Top 15 all India Box Office Hits, which is a significant achievement for Tamil cinema during 2023!



A
Nitin Sathya
PRODUCTION HOUSE

FROM
THE **PRODUCERS** OF



Tamil Cinema: Know your Tamil Nadu Theatrical Distributors (select list):

The following is the select list of Distributors in Tamil Nadu, who release films in the entire state through their network. To release your films in Tamil Nadu, you can reach out to them. In addition, there are several distributors who distribute films for each territory separately. Tamil Nadu has 9 distribution territories namely, **Chennai**, **Chenglepat**, **Coimbatore**, **North Arcot**, **South Arcot**, **Madurai (MR)**, **Trichy (TT)**, **Salem (SD)** and **Tirunelveli (TK)**.



DREAM WARRIOR PICTURES

S. No	Company/Distributor Name	Contact Person
1	Red Giant Movies	Mr. M. Shenbagamoorthy
2	MSM Movie Traders	Mr. Raja
3	Gopuram Films	Mr. G.N. Anbuhezhiyan
4	Sakthi Film Factory	Mr. B. Sakthivelan
5	Trident Arts	Mr. Ravi
6	Five Star	Mr. Senthil
7	Sushma Cine Arts	Mr. Azhagarsamy
8	Seven Screen Studios	Mr. Manikandan
9	Dream Warrior Pictures	Mr. Guhan
10	Abirami Mega Mall	Dr. Srinivasan
11	Sri Thenandal Films	Mr. Murali N. Ramasamy
12	Romeo Pictures	Mr. Rahul
13	S Pictures	Mr. Sreenivasan
14	Rockfort Entertainment	Mr. Muruganantham
15	11:11 Productions	Dr. Prabhu Thilak
16	Uthraa Productions	Mr. Hari Uthraa
17	AP International	Mr. Senthil
18	PVR Pictures	Mr. Kathir
19	KMS Pictures	Mr. Meenakshi
20	Creative Entertainers and Distributors	Mr. S. Saravanan

Tamil Cinema: Know your Overseas Distributors (select list):

The following is the select list of Overseas Distributors for Tamil Cinema, who release films in the entire overseas territory. To release your films in Overseas markets, you can reach out to them. In addition, there are distributors who operate separately for Singapore, Malaysia, UAE, USA/North America, Sri Lanka etc.



INTERNATIONAL



S. No	Company Name	Contact Person
1	Lyca Productions	Mr. Veera Muthusamy
2	Ayngaran International	Mr. Karunamoorthy
3	AP International	Mr. Sanjay Wadhwa
4	A & P Groups	Mr. Arun Pandian
5	United India Exporters	Mr. Mohamed Yahiya
6	MSK Film Production	Mr. Kalaiselvan
7	Tentkotta/SJ Cinemas LLC	Mr. Varun
8	Phars Films	Ms. Mahi Golchin-Depala
9	Hamsini Entertainment	Mr. V.K. Ravichandran
10	Lotus Five Star Cinemas	Mr. Murthy
11	Malik Streams Corporation	Mr. Malik
12	Ahimsa Entertainment	Mr. Vithurs / Mr. Sudarshan Natesan
13	DMY Creation	Mr. Dato Mohamed Yusoff
14	TSR Films	Mr. M. Ramasamy



GV PRAKASH & BHARATHIRAJA



Kalvan



APRIL 2024
RELEASE IN THEATRES

CINEMATOGRAPHY & DIRECTION PV SHANKAR

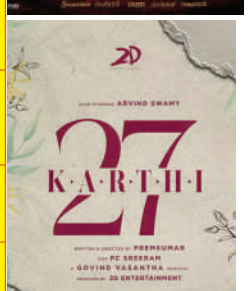
MUSIC BY GV PRAKASH KUMAR | BACKGROUND MUSIC BY REVAA | EDITOR SAN LOKESH | ART DIRECTOR N K RAHUL B.F.A. | COSTUME DESIGNER DHILIP SUBBARAYAN | PRODUCTION DESIGNER RAMESH AIYAPPAN | PV SHANKAR | SCREENPLAY BY PV SHANKAR | RAMESH AIYAPPAN
CASTING DIRECTOR RAMESH AIYAPPAN | RAJESH KANNA | PV SHANKAR | EXECUTIVE PRODUCERS SJ ARJUN | SIVAKUMAR MURUGESAN | LONEY SNEKAN | EKADESI | MAYA MAHALINGAM | NAVAKKARAI | NAVEEN PRABANJAM | PRODUCTION EXECUTIVE SS SRIDHAR
MANAGER ARANTHAI BALA | MANI DHAMOTHARAN | COSTUME DESIGNER KRISHNA PRABU | TITLE DESIGNER E RAJENDRAN | EDITOR SUEBIE | MAKEUP ARTIST YINGOTH SUKUMARAN | PRODUCTION DESIGNER SURESH CHANDRA | REKHA D'ONE | SOUND DESIGNER SYNC CINEMA
PRODUCED BY VARNA DIGITAL STUDIOS | DIRECTOR OF PHOTOGRAPHY SARAVANA KANNAN | VIGNESH SADASIVAM | EXECUTIVE PRODUCERS DHILEEP JANAKIRAMAN | A.S. SHARATH ARULMARAN | MARKETING & PROMOTION DEC | VFX SUPERVISOR KIRAN RAGHAVAN (RESOL FX)
EXECUTIVE PRODUCER PODRANESH | EXECUTIVE PRODUCER KV DURAI

PRODUCED BY G DILLI BABU



TAMIL FILMS OF LEADING ACTORS EXPECTED IN 2024

Leading Actors (Select List in random order)	Films expected	Producer (s)
	Vettaiyan	Lyca Productions
	Indian 2	Lyca Productions & Red Giant Movies
	The GOAT	AGS Entertainment
	Vida Muyarchi	Lyca Productions
	Kanguva	Studio Green Films
	Thangalaan & Dhruva Natchathiram	Studio Green Films & Ondraga Entertainment
	Raayan	Sun Pictures
	Amaran	Raaj Kamal Films International
	Karthi 26 & Karthi 27	Studio Green Films & 2D Entertainment
	STR 48	Raaj Kamal Films International
	Brother, Kadhalikka Neramillai & Genie	Screen Scene Media, Red Giant Movies & Vels Film International
	Rathnam	Stone Bench Films
	Yet to confirm	Not yet announced
	Mr.X	Prince Pictures
	Maharaja, Viduthalai Part 2, VJS 51 & Train	Passion Studios, RS Infotainment, 7Cs Entertainment & V Creations
	Romeo, Hitler & Mazhai Pidikkatha Manithan	Vijay Antony Film Corporation, Chendur Film International & Infiniti Film Ventures
	Mohan Das, Aaryan & Dir. Ramkumar film	Vishnu Vishal Productions & Sathya Jyothi Films
	Vanangaan & Agni Siragugal	V House Productions & Amma Creations
	Untitled film	Potential Studios
	Inga Naan Thaan Kingu & DD Returns - 2	Gopuram Films & The Show People
	Sorgavaasal	Swipe Right Studio
	Naa Naa, Pagaivanukku Arulvai, Freedom & Nandhan	Multiple Producers
	PT Sir	Vels Film International



*The above is only a select list of leading actors shown in random order. Additional list will be shared in April 2024 issue.

* Vida Muyarchi - Fan made poster



R.KANNAN
PRESENTS

COMING SOON



HANSIKA MOTWANI
IN & AS

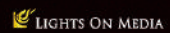
GANDHARTI

A FILM BY
R KANNAN

DP BALASUBRAMANIAM MUSIC L.V. MUTHU GANESH STUNTS STUNT SILVA SCREEN PLAY G. DHANANJAYAN
STORY MA. THOLKAPPIYAN EDITOR JIJENDRAN.V ART MUNI KRISHNAN DIALOGUES SRINI SELVARAJ
EXECUTIVE PRODUCER K.SIVASANKAR LINE PRODUCER OMSARAN COSTUME DESIGNER PRADEEPA PRO JOHNSON BY INFINITY MEDIA
COLORIST SHANMUGA PANDIAN M SFX SATHISH VFX VENKI CHANDRASEKAR ARDHOGRAPHY KATHIR (L.V.STUDIOS) DESIGNS RAJIN KRISHNAN

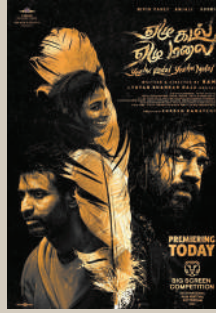


PRODUCED BY R KANNAN



ROTTERDAM INTERNATIONAL FILM FESTIVAL – JANUARY 2024

EZHU KADAL EZHU MALAI - WORLD PREMIERE



VIDUTHALAI



BERLIN FILM FESTIVAL – FEBRUARY 2024

KOTTUKAALI - WORLD PREMIERE



74.
BERLI
NALE
15 - 25
Feb
2024



PARSA Pictures

BIG PRINT PICTURES



GAUTHAM KARTHIK

SUPREME STAR
R. SARATH KUMAR

கிரிமிரிஆல்

WRITTEN & DIRECTED BY DHAKSHINA MOORTHY RAMAR

DOP PRASANNA S KUMAR MUSIC SAM. CS EDITOR JV MANIKANDA BALAJI PRODUCTION DESIGNER SURYA RAJEEVAN ART BSEKAR LYRICS SNEKAN
STUNT R. SAKTHI SARAVANAN CHOREOGRAPHY MURALIV PRODUCTION EXECUTIVE V. BHAGYARAJ STYLIST LENITA LAWRENCE VFX D' NOTE MAKEUP PS.KUPPUSAMI STILLS CHANDRU
EXECUTIVE PRODUCER BHUVANA R PRO SURESH CHANDRA IREKHA (D ONE) PROMOTIONS SHIYAM JACK (CONCEPT NOTE) PUBLICITY DESIGNER YADAV JBS MOTION POSTER PRAVEEN (RIGHTWAY VFX)
DIRECTION TEAM KARTHI K KUMAR | AKASH DEVARAJ | TAMILSELVAN MUTHU | ROGER SOUNDHAR RAJAN | 'SELLUR' KUMAR | DINESH RAJ

CREATIVE PRODUCER PRITHIVI ADITHYA

PRODUCED BY P.R.MEENAKSHI SUNDARAM & IB.KARTHIKEYAN



CPS
TAMIL

FOR BUSINESS CONTACT: 98849 000 10



SUPRIYA MENON
presents



മാതൃക
മിനരതിരം..!



GURUVAYOOR AMBALANADAYIL

A Vipin Das Film

Produced by Supriya Menon Mukesh R Mehta C V Sarathi

Writer Deepu Pradeep DOP Neeraj Revi Editor Johnkutty Music Ankit Menon Executive Producer Harris Desom

Art Director Sunil Kumaran Chief Associate Sreelal MakeUp Sudhi Surendhran Costume Aswathy Jayakumar

Production Controller Rinnay Divakaran Sound Design Arun S Mani Sound Mixing M R Rajakrishnan Action Director Felix Fukuyoshi Ruwwe

Stills Jestin James Rohith K Suresh VFX DTM VFX Design Dcult Studio



ARTUPTRIANGLES FILM KAMPANY & ASK STUDIOS

SHEELA RAJKUMAR

ஒரு சபிக்கப்பட்ட
கிராமத்தின்
முதல்
உண்மைக் கதை...

AADHAVAN

JACQUINE LYDIA

கே
GEVI

A TAMIZH DHAYALAN FILM

CINEMATOGRAPHER: JAGAN JAYASURYA | MUSIC: BALASUBRAMANIAN G. | EDITOR: HARI KUMARAN | ART DIRECTOR: ARIVUMANI | STUNT: DONI ASHOK
DIALOGUE: RASI THANGADURAI & KIRUBAKARAN YESAYA | AUDIOGRAPHY: RENGANNATH RAVEE | SPECIAL MAKE UP: VINOTH SUGUMARAN | COSTUME DESIGNER: RAMESH MELODY
DI: PROMO WORKS | PROD. MANAGER: G. JOTHIMANI | PRO: AJOHN | STILLS: KARTHIK | PUBLICITY DESIGNS: SHABEER
EXECUTIVE PRODUCER: MANI KANNAN

PRODUCED BY PERUMAL - UMAR FAROOK - AADHAVAN
JAGAN JAYASURYA

HASHTAG
FDFS
PRODUCTIONS

HASHTAG FDFS PRODUCTIONS

VEPPAM KUZHIR MAZHAI



WRITTEN AND DIRECTED BY PASCAL VEDAMUTHU
PRODUCED BY DHIRAV

BOB PRITHVI RAJENDIRAN EDITOR DHIRAV MUSIC SHANKAR RANGARAJAN ART C S BALACHANDER
STUNT STUNNER SAM SOUND DESIGN ARUN S MANI DHIRAV SOUND EDITOR RAJU ALBERT SOUND MIXING ANAND RAMACHANDRAN
LYRICS DHIRAV PUBLICITY DESIGN DINESH ASHOK COLORIST SRIKANTH RAGHU LEAD CAST DHIRAV ISMATH BANU
M S BAASKAR RAMA DEV HABIBULLAH MASTER KARTHIKEYAN VIJAYALAKSHMI





ZHEN
STUDIOS

FROM THE DIRECTOR OF
DEJAYU

PUGAZ & EDEN
PROUDLY PRESENTS

KISHEN DAS & SMRUTHI VENKAT IN

Tharunam

(THARUNAM)

A FILM BY ARVINDH SRINIVASAN
A DARBUKA SIVA MUSICAL
PRODUCED BY PUGAZ & EDEN

COMING SOON

STORY BY RAJA BHATTACHARJEE | EDITOR ARUL ELANGO SIDDHARTH | ART VARNALAYAA JAGADEESAN | COSTUME DESIGNER NEHA SRIHARI | DIRECTOR OF PHOTOGRAPHY MADHAN KARKY | EXECUTIVE PRODUCER BOBBYANTONY
EXECUTIVE PRODUCER P. RANGASAMY | PRODUCTION EXECUTIVE RAKESH | SCRIPT DON ASHOK, PRABHU | LEGAL P.SARASWATHY | CASTING DIRECTOR IGENE XFORIA | WITH HOCUS POCUS | SOUND DESIGNER A. SATHISH KUMAR
PRODUCED BY SOUND PARTI STUDIOS | SOUND MIX HARISH | PRODUCTION DESIGNER KIRAN SA, L. RAMACHANDRAN | MENTOR MEENA CHABBRIA | FILM EDITOR SATHISH, SIVA (AIM) | PUBLICITY DESIGNER THANDORA

TAMIL - TELUGU - KANNADA - MALAYALAM

AIM

MEDIA/BOY

FILM/BOY

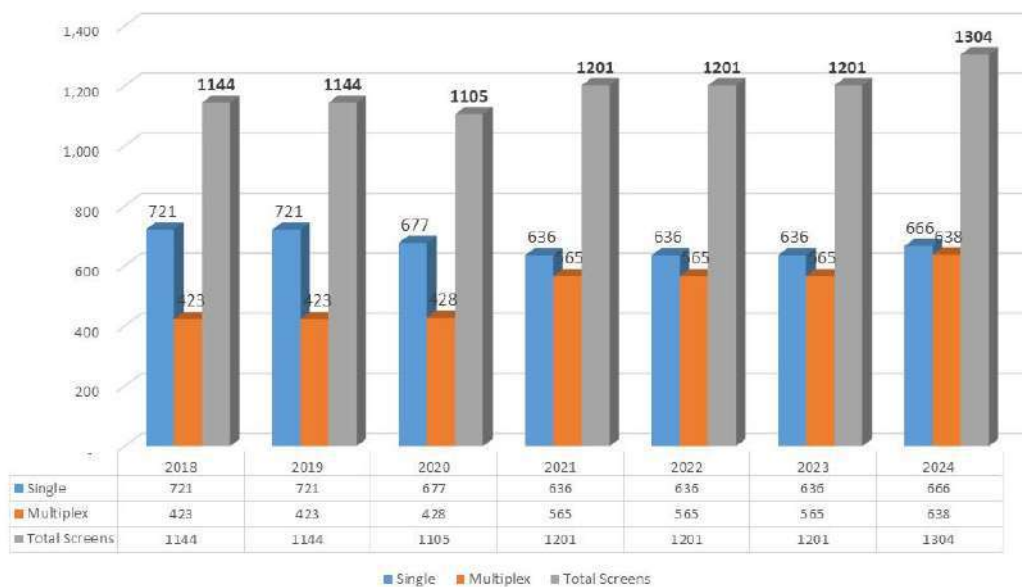
PVR

thinkmusic



Tamil Nadu: Number of Film Screens

Tamil Nadu is progressing well on number of new screens and as of 31st December 2023, it touched 1,304 screens, with 666 being single screens and 638 multiplex screens. While many single screens are facing closure due to various business viability reasons, new multiplex screens are coming up across the State in 2024.





**TAMIL CINEMA'S
MOST TALKED
ABOUT FILMS OF THE RECENT YEARS
WERE DISTRIBUTED
IN THEATRES THROUGH**

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✉ sakthivelan@sakthifilmfactory.com

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- Barco 19 B DCI projector
- Eizo 31" CG 3146 HDR monitor
- Davinci resolve systems
- High end apple mac systems
- Areca storage 96 tb x 5 Nos.
- Biometric access
- Sound 7.1 dolby atmos (soon)
- Vfx - 20 seats, high-end
- Power backup
- Cctv camera 24/7 monitoring



infinity media

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Dasarathapuram, Saligramam,
Chennai, India - 600092**

**E-Mail: info@infinitymedia.works
Ph: +91 9884815372 / 9840149909**

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☎ +1 (425) 492-6178

✉ Admin@sjcinemas.com

✉ @varusath2003 f varun.kumar.5458



RP
FILMS
R.P.BALA
PRESENTS



R.P. BALA
PRESENTS

KALAIYARASAN & DEEPA BALU

KOLAISEVAL

WRITTEN & DIRECTION
VR.THUDHIVAANAN

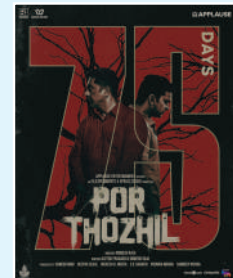
DOF P.G.MUTHIAH MUSIC SANTHAN EDITOR AJAY MANOJ

ART SARAVANA ABHINAMAN STYLING DANGER MANI ARCHITECTURE KARTHICK SURESH PRO KARTHICK DHAMODHARAN VFX V.VIJAY SIVA
PRODUCTION EXECUTIVE UMA MAHESWARA RAJU LINE PRODUCER AADHAVAN TONALOG MANAGEMENT RAVICHANDRAN BY SRI KALASA STUDIOS COORDINATOR RAGHURAMAN
STUDIO RP STUDIOS COSTUME DESIGNER KASTHURI IRANI MAKE UP PANDIAN COSTUME BALARAMAN PRO NIKIL MURUKAN DESIGNER SINDHU GRAFIX

PRODUCED BY R.P. BALA - KOUSALYA BALA

POR THOZHIL: A CASE STUDY

Blockbuster Success of a Strong Content



Tamil Cinema had 258 new releases during 2023 and out of them, 237 films (92%) were made in small and medium budget range. Of them, 12 films gave box office success to Producers. Notable among them was *Por Thozhil*, made on a budget of Rs.7.75 Crore by E4 Experiments in association with Applause Entertainment. The film was a blockbuster and its success is a case study of how a strong content can create wonders at box office.

Mukesh Mehta and C.V. Sarathi, the producers behind the success of *Por Thozhil* explained how they went about achieving this. The film's story was pitched to them by the writers Vignesh Raja (who Directed the film) and Alfred Prakash in 2019 and they liked it and signed them. The writers took six months to finalize the shooting script and at the same time worked on confirming the cast. As actor Ashok Selvan had already planned to work with Vignesh Raja, he came on board immediately. For the senior police character, the team was looking for a senior hero who would be comfortable shooting during the night. Sarath Kumar agreed and he was confirmed. The Director was very keen on having Sarath Babu in an important role and he narrated the script and convinced him to be on board. The Director was so thorough in his script narration that anyone, who heard the script from him, instantly agreed to be a part of the film. That's how the film took off quickly.

As the film would cost around Rs.7 crore, the Producers wanted a tie-up with a big Studio and approached Applause Entertainment, who have a strong track record in Web series for OTT Platforms. Applause team heard the script and instantly liked it and gave the first copy contract to E4 Experiments and the cost, inclusive of the execution fee for them, was fixed at Rs.7.75 Crore. E4 Experiments meticulously started working on executing the project within that budget.

Though the film began in 2019, due to Covid lockdowns, no progress could be made during 2020 and 2021. The shooting of the film finally began in 2022 and was completed before the end of the year in 60 days of shoot. The first cut length of the film was

2 hours 50 minutes but the Producers after watching, requested to edit and the final cut was 2 hours 25 minutes, which helped the film to be racy and engaging.

As Applause had a strong relationship with Sony LIV, they could close the Digital/OTT deal for Rs.5.5 Crore. None of the other rights could be sold pre-release but the Producers were very confident on the film and suggested Applause Team go for own release across everywhere. This belief in content worked and the film took off immediately after its press show. The media gave a standing ovation, which created a big buzz for the film. After that, the celebrity premiere held two days before the film's release brought in a bigger buzz, and finally, all these helped the film when it was released. The film after the first show itself started showing a big response from audience and went on to become a huge success at the box office. The film grossed over Rs.25 crore in Tamil Nadu alone.

The film was released in a limited manner in Kerala, Karnataka, and Overseas markets in the beginning. However, great talk on the film helped it to dramatically improve and achieve big box office numbers in all these markets. The final distributor share earned by the film in each territory and revenue earned through various rights of the film are presented in the table.

The film, despite featuring an upcoming actor, a senior hero, and a new Director, went on to become one of the biggest successes of 2023 in Tamil Cinema mainly due to its strong content. The film became a case study for how a film can earn big revenues post-release for a Producer if the content is strong. The success of this film gives hope to all Producers to venture out and make such breakthrough films to earn big financial success.

POR THOZHIL - BUSINESS DETAILS

Cost	Rs.in Cr	Revenues	Rs. In Cr	Remarks
First copy cost to Applause Entertainment	7.75	Audio/Music Rights	None	There was only one song and hence Think Music gave promotion support for audio rights
Distribution cost & Promotions	2.25	Overseas Rights	1.50	Theatrical share post-release
		Hindi dubbing rights	1.25	Goldmine bought post-release
		Digital/OTT rights	5.50	Sony LIV
		Satellite rights	3.50	Vijay TV
		Tamil Nadu Theatrical share	10.25	Sakthi Film Factory distributed
		Kerala Theatrical share	2.25	E4 directly released the film
		Karnataka Theatrical share	0.75	Cinepolis released the film
Total Cost of the film	10.00	Total Revenues from the film	25.00	
		Net Earning/Profit from the film	15.00	

* Estimated costs and revenues based on information from various sources and not actual numbers.



DOUBLE MEANING PRODUCTION
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PRESENTS



PSYCHO



MAAYON



WATCHMAN

MEGA BLOCK BUSTER

MINI
STUDIO
PRESENTS



YISHAL

MARK
ANTHONY

SJ SURYA

MUSIC BY
G V PRAKASH KUMAR

WRITTEN & DIRECTED BY
ADHIK RAVICHANDRAN

PRODUCED BY
S. VINOD KUMAR

PVR · IN 3X

prime video

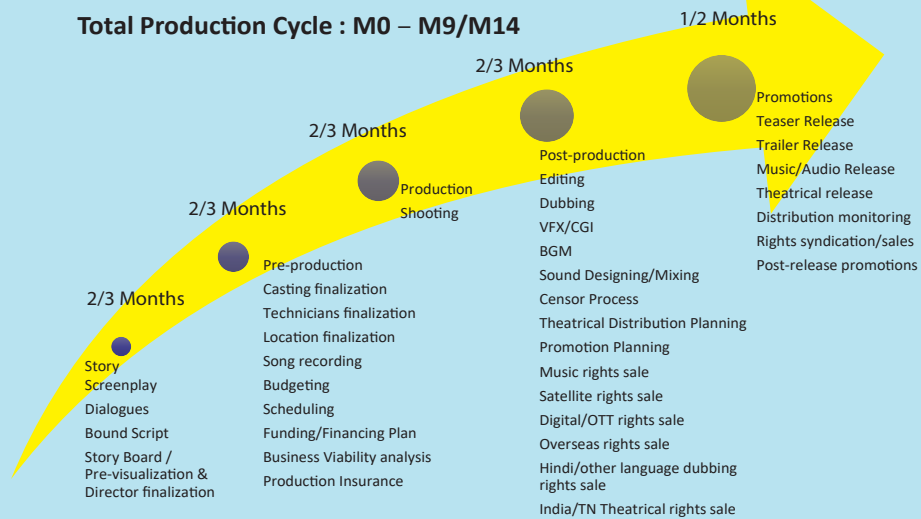
thinkmusic



Film Production Cycle

An indicative Film Production Cycle at each stage is given below based on the best practices in film production followed.

Total Production Cycle : M0 – M9/M14



The above is a step-by-step process involved in film production. However, many of the activities are carried out simultaneously (like editing while shooting, selling of rights while starting the shoot itself etc.) too. This is just an indicative of processes involved at each stage.

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March 2024



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CHIYAAN VIKRAM

Thangalaan

A PA.RANJITH FILM

IN CINEMAS APRIL 2024

A G V PRAKASH KUMAR MUSICAL

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