



TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

TAMIL CINEMA TRADE GUIDE

A Ready Reckoner on Tamil Cinema

Issue - 2/2024

April 2024



SUBASKARAN
PRESENTS



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SHANKAR'S

INDIAN 2

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Tamil Film Active Producers Association

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Tamil Cinema Trade Guide Released



Tamil Film Active Producers Association (TFAPA) has brought out **Tamil Cinema Trade Guide**, first-ever attempt by a Film Industry Association in India to bring out a guide to support the Producer members to reach out to potential buyers and the industry at large to know the happenings in Tamil Cinema.

Tamil Cinema Trade Guide was released on 1st March 2024 by the President of TFAPA, Legendary Director and Producer Shri **Bharathirajaa**, attended by many prominent Producers and office-bearers of TFAPA. All those who were present at the event were impressed with the Trade Guide and gave interesting suggestions for future editions.



Tamil Cinema Trade Guide was sent to everyone connected to Tamil Cinema, including all TFAPA members, prominent Producers, Film Studios, buyers of various rights like music, Hindi dubbing, satellite, digital, overseas, Tamil Nadu theatrical rights, and media persons. All those who received a copy were appreciative of the initiative and are looking forward to future editions.

We aim to make the Tamil Cinema Trade Guide a ready reckoner for Producers to refer to and do their best, enabling them to reach out to the right buyers to sell their films and at the same time help the buyers of various rights of films to know the happenings in Tamil cinema and consider the films up for release for acquisition.

Tamil Cinema Trade Guide is owned by TFAPA and does not belong to any individual. It is distributed freely to all members of TFAPA and everyone connected with Tamil Cinema.

We welcome any suggestions or feedback to improve the content of the Trade Guide. Please write to us at tfapa2020@gmail.com. We are looking forward to your valuable suggestions.

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

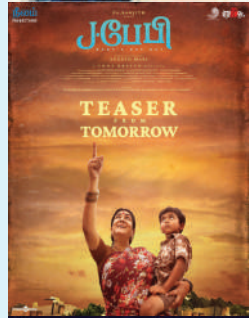
New Tamil Film Releases till March 2024

During the period January to March 2023, 56 new Tamil films were released. This year, in the same period, 66 new Tamil films were released including OTT premiere films, a 18% increase in new releases in the first quarter of 2024. The list of new Tamil film releases till 29th March are given below (29th March releases mentioned are tentative). The list also presents the details of Satellite channels and OTT platforms, who acquired these films so far. More may be acquired out of these, in the coming months, which will be updated.

S.No	Date	Title	Banner	Theatre/OTT	Lead Actor	Satellite right	OTT right
1	05-Jan	Kumbaari	Royal Entertainers	Theatre	Vijay Vishwa		
2	05-Jan	Usire Nee Thaandi	DS Film Factory	Theatre	Santosh Annamalai		
3	05-Jan	Enga Veetla Party	GPRS Film Production	Theatre	Yathra		
4	05-Jan	Aranam	Tamizh ThiraiKoodam	Theatre	Priyan		
5	12-Jan	Captain Miller	Sathya Jyothi Films	Theatre	Dhanush	Sun TV	Amazon Prime
6	12-Jan	Ayalaan	KJR Studios	Theatre	Sivakarthiskeyan	Sun TV	SunNxt
7	12-Jan	Mission: Chapter 1	Lyca Productions	Theatre	Arun Vijay		Amazon Prime
8	12-Jan	Merry Christmas (Bilingual with Hindi)	Tips Industries	Theatre	Vijay Sethupathi		Netflix
9	12-Jan	Sevappi	Erumbugal Network	OTT Premiere	Rishikanth		Aha Tamil
10	25-Jan	Singapore Saloon	Vels Film International	Theatre	RJ Balaji	Kalaigarnar TV	Amazon Prime
11	25-Jan	Blue Star	Neelam Productions	Theatre	Ashok Selvan & Shantanu	Vijay TV	Amazon Prime
12	25-Jan	Thookkudurai	Open Gate Productions	Theatre	Yogi Babu		Amazon Prime
13	25-Jan	Mudakkaruthaan	Vayal Movies	Theatre	Veerababu		
14	26-Jan	Then Tamizhagam	Sri Renga Movies	Theatre	Rajavel Shanmugam		
15	26-Jan	Niyadhi	Genius Film Production	Theatre	Naveen Kumar		
16	26-Jan	Local Sarakku	Varasa Swamy Films	Theatre	Dinesh Kumar		
17	26-Jan	Tha Naa	M.S. Banana Films	Theatre	Vinayak		
18	02-Feb	Devil	Maruthi Film Corporation	Theatre	Vidaarth		Amazon Prime
19	02-Feb	Chiklets	SSB Films	Theatre	Amrita Halder		
20	02-Feb	Vadukkapatti Ramasamy	People Media Factory	Theatre	Santhanam		Amazon Prime
21	02-Feb	Marakkuma Nenjam	FILIA Entertainment	Theatre	Rakshan		Amazon Prime
22	09-Feb	Lal Salaam	Lyca Productions	Theatre	Rajinikanth/ Vishnu Vishal/ Vikranth	Sun TV	
23	09-Feb	Lover	Million Dollar Studios	Theatre	Manikandan	Vijay TV	Hotstar
24	09-Feb	E-Mail	SR Film Factory	Theatre	Ashok Kumar		
25	09-Feb	Ippadikku Kadhal	Meraki Entertainment	OTT Premiere	Bharath		Aha Tamil
26	16-Feb	Siren	Home Makers	Theatre	Jayam Ravi	Vijay TV	Hotstar
27	16-Feb	Eppodhum Raja	Green Channel Movies	Theatre	Win Star Vijay		
28	16-Feb	Kazhumaram	Yourbackers Productions	Theatre	Kottachi Annamagan		
29	16-Feb	Ettum Varai Ettu	ESB Creation	Theatre	Nagaraja Cholan		
30	16-Feb	Aandhai	ZeeG Movies	Theatre	Vikkas		



S.No	Date	Title	Banner	Theatre/OTT	Lead Actor	Satellite right	OTT right
31	23-Feb	Paambattam	Vaithiyanathan Film Studios	Theatre	Jeevan		
32	23-Feb	Bairi	DK Pictures	Theatre	Syed Majeed		Amazon Prime
33	23-Feb	Ranam - Aram Thavarel	Mithun Mithra Productions	Theatre	Vaibhav		
34	23-Feb	Ninaivellam Neeyada	Lekha Theatres	Theatre	Aadhiraajan		
35	23-Feb	Operation Laila	Selrin Productions	Theatre	Srikanth		
36	23-Feb	Vithaikkaran	White Carpet Films	Theatre	Sathish		Amazon Prime
37	23-Feb	Glassmates	Mughavai Films	Theatre	Angaiyarkannan J		
38	23-Feb	Poo Ponda Kadhal	LVS Productions	Theatre	Suresh		
39	23-Feb	Birthmark	Sapiens Entertainment	Theatre	Shabeer		Aha Tamil
40	01-Mar	Sathamindri Mutham Thaa	Celebright Productions	Theatre	Srikanth		
41	01-Mar	Atho Mugam	Reel Petti Productions	Theatre	SP. Siddharth		
42	01-Mar	Por (Bilingual with Hindi)	Roox Media	Theatre	Kali Jayaram/ Arjun Das		Netflix
43	01-Mar	Ayyaiyyo	Leo Giant Movies	Theatre	Bagyaraj		
44	01-Mar	Joshuva Imai Pol Kaakka	Vels Film International	Theatre	Varun		Amazon Prime
45	08-Mar	J Baby	Neelam Productions	Theatre	Dinesh/Urvashi		Amazon Prime
46	08-Mar	Nalla Perai Vaanga Vendum Pillaigale	Poorvaa Productions	Theatre	Senthur Pandian		
47	08-Mar	Arimapatti Sakthivel	Life Cycle Creations	Theatre	Charlie		
48	08-Mar	Singappenne	JSB Film Studios	Theatre	Shilpa Manjunath		
49	08-Mar	Gaurdian	Blockbuster Productons	Theatre	Hansika		
50	08-Mar	Unarvugal Thodarkadhai	Super Talkies	Theatre	Hrishikesh		
51	15-Mar	Kaduvetti	Manjal Pictures	Theatre	R.K. Suresh		
52	15-Mar	Yaavarum Vallavare	11:11 Productions	Theatre	Samuthirakani		
53	15-Mar	Aaraichi	Paper Pena Cinema	Theatre	Anish		
54	15-Mar	Amigo Garage	People Production House	Theatre	Mahendran		
55	15-Mar	Devil Hunters	Rudreshwar Productons	Theatre	Prajith Raveendran		
56	22-Mar	Rebel	Studio Green Films	Theatre	G.V. Prakash Kumar		Amazon Prime
57	22-Mar	Chittu 2020	Revathi Cine Creations	Theatre	Kishore		
58	22-Mar	Muniyandiyin Munipaichchal	Sri Aandal Movies	Theatre	Jayakanth		
59	29-Mar	Veppam Kulir Mazhai	Hashtag FDFS Production	Theatre	Dhirav G		
60	29-Mar	Idi Minnal Kadhal	Pavaki Entertainment	Theatre	Ciby		
61	29-Mar	The Boys	Nova Film Studio	Theatre	Santhosh Jaykumar		
62	29-Mar	Hot Spot	KJB Talkies	Theatre	Kalaiyarsan & others		
63	29-Mar	Netru Indha Neram	Clapin Filmotainment	Theatre	Shariq Hassan		
64	29-Mar	Kaa - The Forest	Shalom Studios	Theatre	Andrea Jeremiah		
65	29-Mar	Eppura	White Town Films	Theatre	Vijay Murugan		
66	29-Mar	Boomer Uncle	Olympia Movies	Theatre	Yogi Babu		





IMPORTANT HAPPENINGS DURING MARCH 2024



In this section, we will be sharing important happenings in Tamil Cinema during the month like new film commencement pooja events, important award events in Tamil cinema, and new developments in the industry. Do check out this section every month to know the developments you should not miss.

Date	Event Name	Film Name	Producer	Lead Actor/Actress
01-Mar	Pooja event	Valaiyam	Axcess Film Factory	Aishwarya Rajesh/Dev
06-Mar	Tamil Nadu Govt. State Awards	For the Year 2015		
08-Mar	Pooja event	Karthi 26	Studio Green Films	Karthi
08-Mar	Pooja event	Release	Mano Creations	Aari Arujunan
20-Mar	Film launch	Ilaiyaraaja	Connekk Media, PK Prime Production and Mercuri Movies	Dhanush



'Valaiyam' Pooja event



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WRITTEN & DIRECTED BY
D. DHANANJAYAN

WITH K. RATHEESH WITH ANJALI PARAMHAR WITH SUDHAKAR WITH S. LOKAN WITH PRASAD MURUGAN WITH DEENA

PRODUCED BY D. DHANANJAYAN CO-PRODUCED BY K. RATHEESH EDITED BY S. LOKAN COSTUME DESIGNER S. LOKAN MUSIC BY S. LOKAN CATERING BY S. LOKAN TRAVEL BY S. LOKAN HOUSING BY S. LOKAN FOOD BY S. LOKAN ENTERTAINMENT BY S. LOKAN TRANSPORT BY S. LOKAN SECURITY BY S. LOKAN OTHERS BY S. LOKAN

PRODUCED BY AZHAGAR, K. RATHEESH PRESENTED BY D. DHANANJAYAN

COMING SOON IN THEATRES

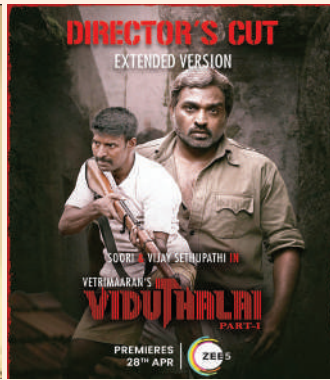




amazon prime



hotstar NETFLIX

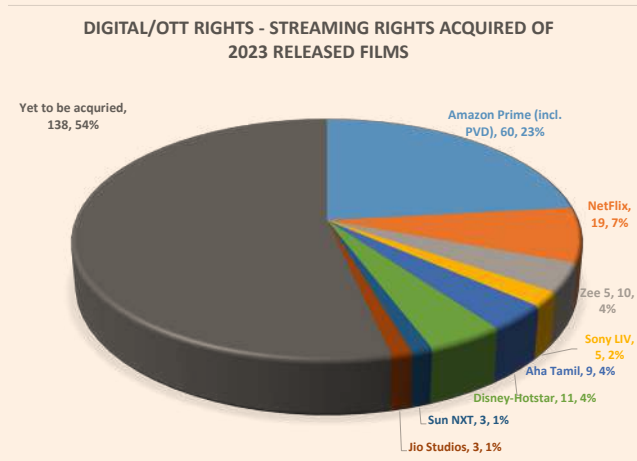


DIGITAL/OTT SPACE OF TAMIL CINEMA

The biggest challenge and at the same time opportunity for film producers is in Digital/OTT rights. While a large number of Producers face struggles to sell their digital/OTT rights, the Producers of tentpole films (featuring top actors or directors, made on a high budget) get multiple offers to sell the OTT rights. So, it is a big opportunity for tentpole film Producers to command big prices and a challenge to other Producers to sell even after the release of their films.

To understand the scenario better, let us analyze the OTT space of 2023 in Tamil Cinema.

60 films have streamed on Amazon Prime (50% of the films). In that 12 films were bought on a fixed license fee and the rest 48 were streamed either on a hybrid model (paid an MG for one year and then revenue share) or on a total revenue share basis called PVD (Prime Video Direct). Amazon Prime is streaming on an average one film a week currently, which is a big support to Tamil cinema, as Producers can monetize their films in some way, if they are unable to sell on a fixed license fee basis, even after the release of their film. All the other OTT Platforms have bought the OTT rights of films on a fixed license fee basis. Recently, AHA Tamil too started the PVD model (revenue share basis) for Tamil films.



Amazon Prime Video Direct (PVD) model offers a revenue share of Rs.4 per hour for new films if licensed within 60 Days of theatrical release of the film and Rs.3 per hour if licensed after 60 days of theatrical release as a standard practice. Assuming the film's length is 2 hours, the Producer will get Rs.8 per view (if the film is watched fully by their subscribers). So, Producers must decide to tie up with Amazon Prime either directly or through Digital/OTT Partners for PVD streaming within 60 days of film's release, if they are unable to sell on a license fee (outright) basis to any of the platforms, for better monetization of their films. To tie up with Amazon Prime, Producers can tie up with either one of the following Digital/OTT Partners, who have a direct relationship with Amazon Prime and have been streaming the films of various Producers.

Out of the 258 films released in 2023, 120 films were streamed on various OTT platforms. 138 films or 54% of the films are yet to be streamed. Out of the 120 films streamed,

Digital/OTT Partner for PVD	Contact Person	Recent releases in OTT
AP International	Mr. Sanjay Wadhwa	Mission - Chapter 1 / Vithaikkaran
Divo Movies	Mr. Manow Shelvaraj	Route No.17 / Nadu
Creative Entertainers	Mr. G. Dhananjeyan	Mathimaran / Marakkuma Nenjam
Nish Digital	Mr. Sushanth	Singapore Saloon / Thookkudurai
United India Exporters	Mr. Mohamed Yahiya	Kannagi
Mango Mass Media	Mr. Rama Krishna Veerapaneni	Yadhum Oore Yavarum Kelir

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March 2024 belongs to Malayalam Cinema at Tamil Nadu Box Office

Premalu, released on 9th February and *Manjummel Boys* released on 22nd February in Tamil Nadu became blockbusters at the box office, and during their 3rd and 4th weeks run, they were dominating the box office despite numerous new Tamil films being released. *Premalu* got dubbed and released in Tamil on 15th March by Red Giant movies, a clear indication of its success.

No one at the Box Office expected this happy tsunami to hit them as both the films ran so well and brought in humongous collections. So much so, while *Manjummel Boys* collected over Rs.50 crore, *Premalu* collected over Rs.5 crore. *Manjummel Boys* became the highest-ever collecting Malayalam cinema in Tamil Nadu and created a new benchmark.

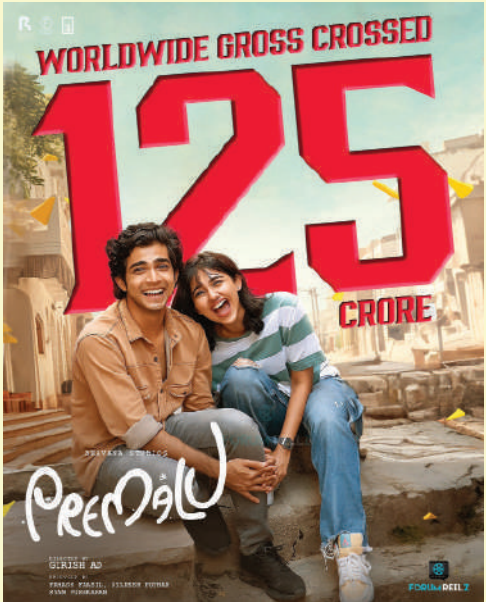
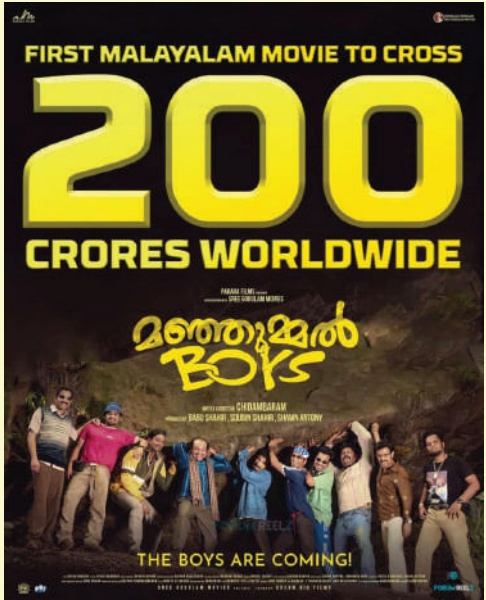
The success of these two films deserves huge appreciation as they were not dubbed and released in Tamil Nadu unlike many Malayalam films earlier, but were released in their original Malayalam language with subtitles (*Premalu* got dubbed and released after 5 weeks of its release). But, audiences across Tamil Nadu could connect well with both the films and made them a big success, once again illustrating that for a good cinema, language is not a barrier and the audience will understand and celebrate them.

Further, both films were released in a limited number of screens focusing on multiplexes in the first week. However, the amazing talk around these films from audiences expanded the number of screens in the second week and continued to dominate in the third and fourth weeks. For example, *Manjummel Boys* began with just 75 screens in its first week. It increased to 225 screens in its second week and then to over 275 screens in its third week. Such was the scale of success of these two films.

While the iconic reference to Shri Kamal Haasan's '*Guna*' in *Manjummel Boys* and the meeting by the team with many top stars of Tamil Cinema (Kamal Haasan, Dhanush, Vikram, and others) and their interviews with media have contributed significantly to the success of *Manjummel Boys*, *Premalu* succeeded largely due to its modern romantic theme, which appealed to youngsters.

The brilliant success of these two films has opened up a big box office opportunity for Malayalam films in Tamil Nadu, which was hitherto restricted to fewer films of Super Stars. Now many Malayalam films will vie for a big share of box office from Tamil Nadu and so much so the Producer of the forthcoming film *Varshangalkku Shesham* by Vineeth Sreenivasan is expecting his film to repeat the box office collections of *Manjummel Boys* in Tamil Nadu and is expecting a high Minimum Guarantee amount!

Tamil Nadu's audience once again demonstrated that they are very receptive to good films, irrespective of the language, and will give them a resounding response at the box office, even at the cost of many new Tamil films releasing during that period!



INDIAN FILM INDUSTRY REPORT

Know our Industry: How was the year 2023?

Ernst & Young (EY) publishes a yearly report for FICCI and is released in the month of March. The March 2024 report was released recently and some highlights of the report are presented here.

These are good times for the film industry. Theatrical collections touched unprecedented highs in the past months, and the increasing affluence of audiences indicates that the growth trajectory will continue in the coming years. The film industry would change in the coming years and **reinvention** would be a core theme across different channels, content types and operational models.

The summary report on the growth of the industry in each segment is given below:

INDIAN FILM INDUSTRY: EY 2024 REPORT

Rs. In Crores	YEAR-WISE ESTIMATES				Growth % in 2023	FORECAST	
	2020	2021	2022	2023		2024	2026
Segment	2020	2021	2022	2023	Growth % in 2023	2024	2026
Domestic Theatrical	2,500	3,900	10,500	12,000	14%	12,600	14,600
Overseas Theatrical	300	600	1,600	1,900	19%	2,000	2,300
Satellite/Broadcast rights	700	700	1,400	1,500	7%	1,500	1,600
Digital/OTT rights	3,500	4,000	3,300	3,500	6%	3,700	4,200
Music	1,500	1,900	2,200	2,400	9%	2,800	3,700
In-Cinema advertising	200	100	500	800	60%	850	1,000
Total Size	8,700	11,200	19,500	22,100	13%	23,450	27,400

Highlights of the report:

- ◆ 1,796 films were released during 2023, 11% higher than in 2022 (1,623 films). Out of them, **South contributed to 1,047 films, almost 58% of new films released in 2023 in the country.**
- ◆ Screen count increased by 4% and reached **9,742 screens at all-India level.** Out of them, **South India has 4,573 screens (47% of total) and the rest 53% in other parts of the country.**
- ◆ Number of tickets sold (admissions) continued to decline from 944 million in 2022 to 900 million footfalls in 2023, a fall of 5%, which shows that the **cinema experience remains a luxury for most Indians.**
- ◆ Domestic theatrical revenues crossed Rs.12,000 crore for the first time, led by higher ticket prices and big box office successes coming from Hindi, Tamil and Telugu film industries. Out of this, **South Indian languages contributed Rs.5,200 crore theatrical revenue, which is 43% at the all-India level.**
- ◆ 339 Indian films were released across 38 countries (overseas release), up from 33 countries in the previous year. Clearly, the market for Indian cinema is expanding to the entire world. The overseas theatrical revenue has grown the highest at 19% and crossed Rs.1,900 crore in 2023.
- ◆ Digital platforms rationalized their direct-to-digital premiere strategy; consequently, the number of direct-

to-digital premiere films reduced significantly (from 105 films in 2022 to 57 in 2023) and theatrical performance (actual or expected) became an important element in determining the value of digital/OTT rights.

- ◆ **However, only 400 films out of the 1,796 new films were released on digital/OTT platforms, which is just 22% of the total films. Rest 1,396 films yet to find an OTT platform to release.**
- ◆ Satellite/broadcast rights remained stagnant as film channels struggled with ratings and monetization.
- ◆ The music industry grew by 10% to reach Rs.2,400 crore in 2023, slower than previous years as certain music OTT platforms went pay and stopped or reduced their free services. Film music comprised 64% of total music consumption, but artist-driven music continued to grow and reached 27% of total music industry revenues. The segment is expected to grow at a Cumulative Average Growth Rate (CAGR) of 15% to reach Rs.3,700 crore in 2026, driven by expansion of the smartphone base as the next 100 million users get access, growth in the SVOD base, more music concert revenue, increased reach of social media, growth of YouTube, as well as increased international consumption of Indian music.

The forecast for the film industry is to grow at a CAGR of 7.5% to Rs.27,400 crore by 2026, led by increased affluence, more high-quality mass content, and innovations in pricing, infrastructure, and distribution.



விரைவில் படப்பிடிப்பு துவக்கம்...

பாவி லலித

Written & Directed by
VINAYAGA SUBRAMANIAN

A GANESH RAGHAVENDRA MUSICAL
Lyrics: Snekan, Manimaran and Arunbharathi



INDIAN FILM INDUSTRY REPORT

Know our Industry: Forecast till 2026

- The film industry is expected to continue to grow, driven by theatrical revenues as Hindi and South movies go mass market in their storytelling, incorporate more VFX to enhance the movie-going experience, and expand more aggressively into tier-II and III cities.
- Satellite/Broadcast rights will remain stagnant as pay TV homes continue to fall, but the gap will be made up through revenues from digital/OTT rights, as Connected TV (CTV) homes are expected to grow significantly in 2024.
- ◆ A Group M report states that, against the 34 million CTV homes (OTT channels streaming connected to TV) during 2023, the CTV homes are expected to grow by 21% to reach 45 million TV homes in 2024, which is 21% of the total TV homes in India.
- Growth in overseas theatrical revenues will depend on the opening up of culturally similar markets like China and the Middle East.
- As OTT platforms focus on profitability, it is expected they will continue to invest in tentpole (high budget) films, but fewer than before, and reduce investments in mid-range films.

Theatrical Experiences:

- The theatre-going audience size is expected to increase as India's affluence increases: the estimates of per capita income increasing from US\$ 2,500 to US\$ 3,000 by 2025 are an indicator supporting this hypothesis.
- Investments will increase in cinema infrastructure by way of affordable "janta cinemas" (a level between multiplex and the single screen) where middle and upper middle classes can feel comfortable enjoying an evening out with their families.
- As part of the smart city initiatives across the country with good transportation networks (Metro) to save time and reduce parking struggles, there will be a surge in the construction of modern cinema complexes. This symbiotic relationship between smart city initiatives and a thriving cinematic landscape would grow footfalls is the forecast of the industry.
- Bridging the gap between travel and entertainment, exploring the potential of 24/7 cinemas at transport hubs like airports and railway/bus stations, hospitals, business districts, and large housing societies/gated communities, can be explored to drive the footfalls.

Focus on Mass Escapism

- The success of films like *Jawan*, *Pathaan*, *Gadar 2*, *Salaar*, *Animal*, *Jailer*, *Leo*, and many others during 2023 indicate that content with **mass escapism** theme is what works across audience classes.
 - 80% of production houses surveyed expected to see an increase in formula-based films with more 'masala' content, given the successes of such films in 2023. The focus on AVOD by OTT Platforms will also necessitate that the segment focuses more on mass content.
 - More mass content will be created to attract a wider audience and propel increased footfalls beyond the current 900 million admissions, mainly in non-multiplex screens.
 - The average number of VFX shots per large-scale film has increased significantly recently and it is expected that VFX will become the norm in films that aim for theatrical releases to attract audiences.

Develop Talent

- The biggest issue being faced by production houses is the shortage of quality writing and directing. That is the challenge and opportunity for Indian cinema.
- The film industry needs to develop the required talent by funding writers' rooms, crowdsourcing stories, and sourcing directors from smaller towns and not just metros for newer ideas and thought processes.

Source: EY report on M & E, March 2024 for FICCI. All rights are reserved with EY-FICCI.

HASHTAG
FDFS
PRODUCTIONS

HASHTAG FDFS PRODUCTIONS

VEPPAM KULIR MAZHAI

PRODUCED BY DHIRAV

WRITTEN AND DIRECTED BY PASCAL VEDAMUTHU



MUSIC SHANKAR RANGARAJAN DOP PRITHIVI RAJENDIRAN EDITOR DHIRAV ART C S BALACHANDER STUNT STUNNER SAM SOUND DESIGN ARUN S MANI DHIRAV
SOUND MIXING ANAND RAMACHANDRAN PRO SURESH CHANDRA AEDUL A NASSAR LYRICS DHIRAV PRODUCTION DESIGN DINESH ASHOK COLLABORIST SRIKANTH RAGHU IN FIREFOX STUDIO
LEAD CAST DHIRAV ISMATH BANU M S BAASKAR RAMA DEV HABIBULLAH MASTER KARTHIKEYAN VIJAYALAKSHMI

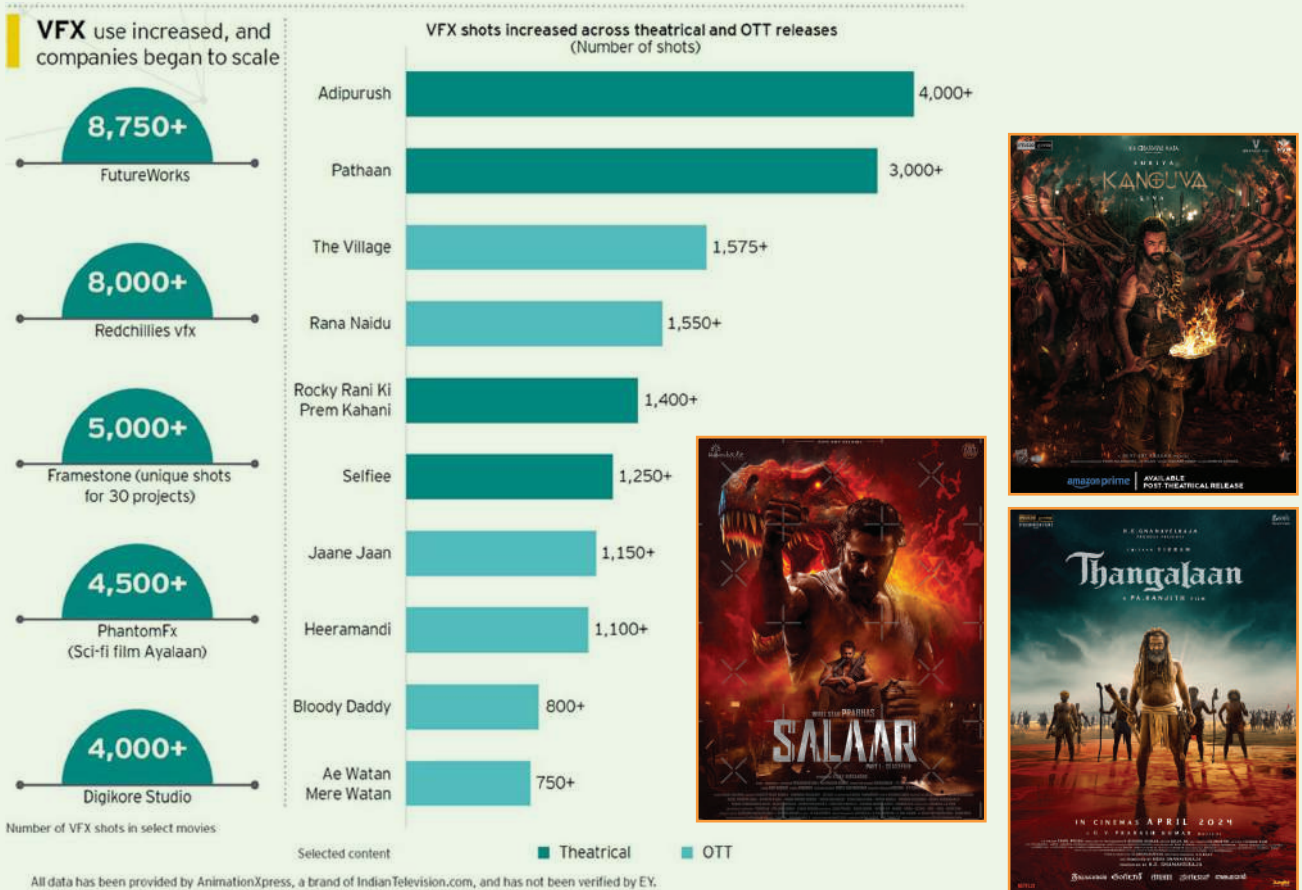


TAMILNADU THEATRICAL RELEASE BY SRI SUBBULAKSHMI MOVIES



GROWING IMPORTANCE OF VFX SHOTS IN FILMS AND SERIES

The number of films and series made with a large number of VFX shots has increased across all languages in 2023. The following is the list of prominent films and series, with a number of shots made with VFX released during 2023, along with the top VFX companies, who created VFX shots for these films.



*The above report largely covers Hindi film industry and VFX teams working there. In Tamil Nadu, there are many VFX companies servicing Tamil cinema requirement.

Important pointers:

- There was a notable increase in domestic revenue for the animation and VFX sector owing to increased uptake in VFX usage for even mid-sized films.
- Major Indian Film Productions, including *Animal* and *Project K* increasingly incorporated VFX, accounting for almost 25% to 30% of their total project costs.
- *Adipurush* featured over 4,000 VFX shots and *Salaar* employed more than 600 VFX shots. In Tamil, there are many films, that are using large number of VFX shots including *Kanguva*, *Thangalaan* etc. Vijay's film *The GOAT* is expected to use a new AI based de-aging technology in addition to VFX extensively.
- The government of India has announced an incentive scheme whereby up to 40% of the qualifying production expenditure incurred in India (including for live shoots, animation/VFX projects, post-production, and visual effects services) with an enhanced cap of the incentive payment of Rupees 300 million (Rs.30 crore) can be claimed by the Indian Production Services Company on behalf of the Foreign Production or the Official Co-Producer of a foreign film, made in India. This incentive is certainly expected to boost the Indian animation and VFX sector's global competitiveness and attract foreign collaborations.

Source: EY-FICCI Report, March 2024.



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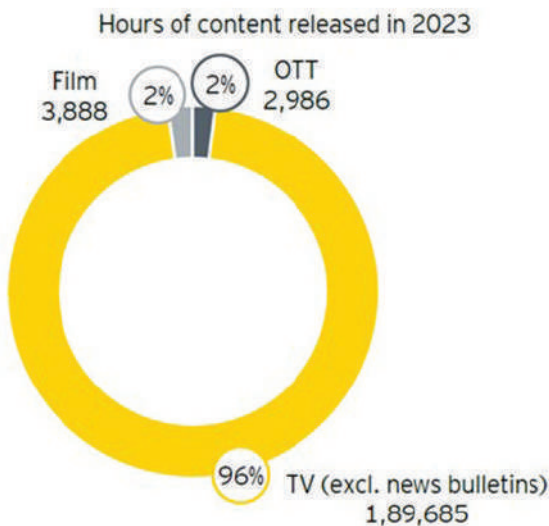
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INDIAN CONTENT LANDSCAPE



The kind of content that was produced in the country by various media and entertainment segments is presented below for the year 2023. While TV dominates with 96% of the content, both Films and OTT segments contribute 2% each of the total content produced.

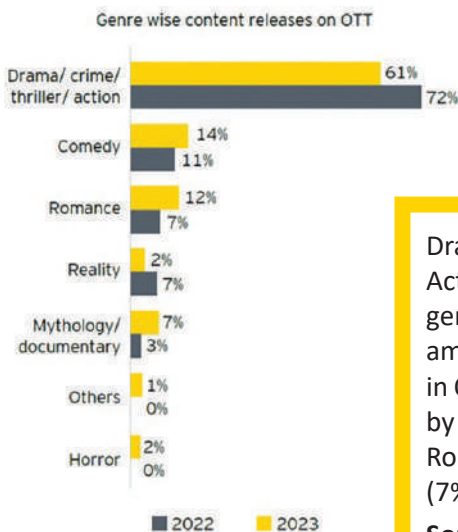
India produced almost 200,000 hours of original content in 2023



EY estimates | Includes content that was broadcast on TV, released in theaters or on OTT platforms. Excludes unorganized creator economy, news bulletins, social and short-form content

The Genres which are popular out of the content released in OTTs presents the following picture.

Drama, crime, action and thriller continued to be the predominant genres on OTT



EY estimates | Excludes imported content

Drama/Crime/Thriller/ Action is the dominant genre (61% of the content) among the new releases in OTT platforms, followed by Comedy (14%) and then Romance (12%), Mythology (7%) and other genres.

Source: EY-FICCI Report, March 2024.

ONE STOP SOLUTION FOR MARKETING AND BUSINESS STRATEGIES



- | | | |
|--|-------------------------------------|--------------------------|
| ★ MOVIE PROMOTIONS & BUSINESS STRATEGIES | ★ MEDIA PLANNING | ★ SOCIAL MEDIA CAMPAIGNS |
| ★ AUDIO LAUNCH WITH BRANDING | ★ DIGITAL MARKETING & RE TARGETTING | ★ CONCEPTUALISED SHOOT |
| ★ AD FILMS | ★ BRAND MONETIZATION | ★ TELEVISION PRODUCTION |
| ★ BRAND POSITIONING | ★ BIG TICKET EVENTS | ★ WEB SERIES |
| ★ CONTENT CURATION | ★ INFLUNCERS MARKETING | ★ CREATOR STUDIO |

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JOE: A Case Study

The success of a Little Gem

We carried the case study of *Por Thozhil* in our March 2024 issue among the 2023 releases. Out of 7 films that succeeded at the box office, made in a small budget (*DaDa*, *Goodnight*, *Parking*, *Iruga Pattru*, *Por Thozhil*, *Conjuring Kannappan* and *Joe*), *Joe* stands out as it was made on a limited budget by a new team.

The film *Joe* was produced by debutant producer **Dr. D. Arulanandhu** (or Arul) of Vision Cinema House, starring Rio Raj, Malavika Manoj, Bhavya Trikha, Charlie, Aegan and many others. It was written and directed by debutant Hariharan Ram. The film was released on 24th November 2023 and became a success after its release as before its release, except for audio/music rights, no other right of the film was sold.

Dr. Arul is a successful businessman and an avid film watcher. He used to watch at least 95% of the films releasing in a year and learnt about films like reading a book. Such is his passion for films. He was planning to get into film production in 2025 but the story of *Joe*, motivated him to enter in 2023. In his view, **a film's story should touch our hearts, make us laugh and cry at least in a few scenes, and have a good interval block and a good climax with a twist.** When Writer-Director Hariharan Ram narrated the script of *Joe*, he felt it is meeting his requirements with a good concept of friendship, love and a feel-good story. He decided to produce it as a film within 15 minutes of listening to the script.

However, Dr. Arul focused a lot on pre-production. He made sure the Writer-Director narrated the story to 40 of his friends and family as a group, took their feedback, fine-tuned the script, and then went ahead with the production.

Dr. Arul emphasizes the importance of pre-production, in which a lot of preparation has to go before commencing the production and shooting should not commence without being thoroughly prepared. However, once the production or shooting has commenced, it has to be done in a focused manner in one go. *Joe* was shot continuously non-stop for 50 days (with a break only during holidays), though it was shot in many locations in Tamil Nadu and Kerala.

Once the film was shot, the team took considerable time to complete the post-production, by taking feedback on the edited film and then modifying it suitably. The final film was shown to the Producer's friends and family again and their feedback was included wherever possible. Popular Star Sivakarthikeyan, who is known to the Producer and lead actor Rio Raj watched the film and gave his appreciation and a few suggestions. All these helped the film to shape up well.

However, despite the Producer screening the film 20 times to various Satellite-OTT Platforms and Popular Distributors, no one came forward to buy the film. All of them said that they would consider the film post its release. As the Producer had big confidence in the film, he decided to proceed with the release. The film was released on a distribution basis through Sakthi Film Factory in Tamil Nadu and post its release, the film became a success on all fronts. Based on its success and word of mouth, Vijay TV-Hotstar bought the satellite and digital rights, AP International bought the overseas rights and the film earned a good profit for the Producer. The Producer attributes the success to his business experience, passion for cinema, which helped him to choose the right script, strong pre-production, non-stop production schedule, high involvement in post-production, and excellent promotions for the film. TFAPA wishes him success in all his future ventures including the forthcoming *Kozhipannai Chelladurai* with Director Seenu Ramasamy.

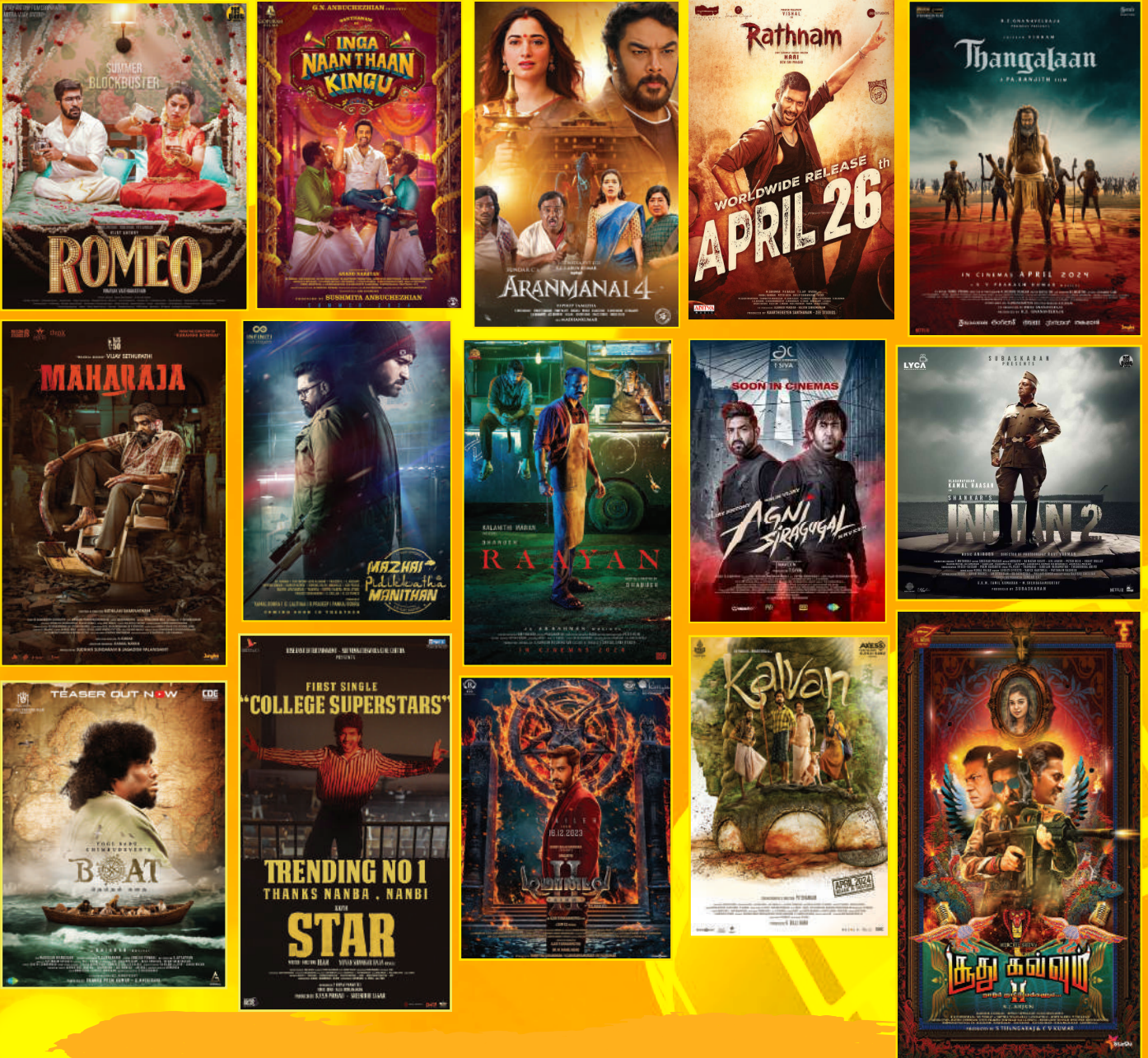


JOE - BUSINESS DETAILS

Cost	Rs.in Cr	Revenues	Rs. In Cr	Remarks
Producton cost	4.25	Audio/Music Rights	0.65	Think Music
Distribution cost & Promotions	1.50	Overseas Rights	0.20	AP International bought post-release all rights
		Satellite & OTT rights	4.00	Vijay TV-Hotstar
		Tamil Nadu Theatrical share	2.75	Sakthi Film Factory distributed
		Other Revenues	0.15	
Total Cost of the film	5.75	Total Revenues from the film	7.75	
		Net Earning/Profit from the film	2.00	

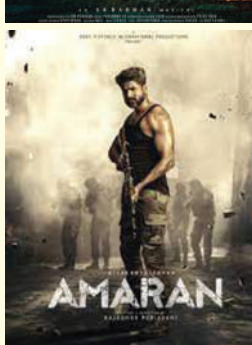
New Tamil Films Expected to release during April to June 2024

The following is the selected list of films that are expected to release during the period April to June 2024. It is only a tentative list and will be updated every month.



Note: The above list does not include dubbed films from other languages (including *Kalki2898 AD*) scheduled to release during this period.

TAMIL FILMS OF LEADING ACTORS EXPECTED IN 2024



Leading Actors (Select List in random order)	Films expected	Producer (s)
Rajinikanth	Vettaian	Lyca Productions
Kamal Haasan	Indian 2	Lyca Productions & Red Giant Movies
Vijay	The GOAT	AGS Entertainment
Ajith Kumar	Vida Muyarchi	Lyca Productions
Suriya	Kanguva	Studio Green Films
Vikram	Thangalaan & Dhruva Natchathiram	Studio Green Films & Ondraga Entertainment
Dhanush	Raayan & Kubera	Sun Pictures & Sree Venkateswara Cinemas LLP-Amigos Creations Pvt Ltd
Sivakarthiskeyan	Amaran	Raaj Kamal Films International
Karthi	Karthi 26 & Karthi 27	Studio Green Films & 2D Entertainment
Silambarasan TR	STR 48	Raaj Kamal Films International
Jayam Ravi	Brother, Kadhalkka Neramillai & Genie	Screen Scene Media, Red Giant Movies & Vels Film International
Vishal	Rathnam	Stone Bench Films
Raghava Lawrence	Benz / Hunter	Passion Studios- G Squad & Goldmines Telefilms
Arya	Mr.X	Prince Pictures
Vijay Sethupathi	Maharaja, Viduthalai Part 2, VJS 51 & Train	Passion Studios, RS Infotainment, 7Cs Entertainment & V Creations
Vijay Antony	Romeo, Hitler & Mazhai Pidikkatha Manithan	Vijay Antony Film Corporation, Chendur Film International & Infiniti Film Ventures
Vishnu Vishal	Mohan Das, Aaryan & Dir. Ramkumar film	Vishnu Vishal Productions & Sathya Jyothi Films
Arun Vijay	Vanangaan & Agni Siragugal	V House Productions & Amma Creations
Jiiva	Untitled film	Potential Studios
Santhanam	Inga Naan Thaan Kingu & DD Returns - 2	Gopuram Films & The Show People
RJ Balaji	Sorgavaasal	Swipe Right Studio
M. Sasikumar	Naa Naa, Pagaivanukku Arulvai, Freedom & Nandhan	Multiple Producers
Prabhudeva	Flashback, Musasi & Jolly O Gymkhana	Abhishek Films, Joy Film Box Entertainment & Transindia Media
Siddharth	Test / Untitled film	Y Not Studios / Passion Studios
HipHop Adhi	PT Sir	Vels Film International



* Vida Muyarchi - Fan made poster



TAMIL FILMS OF LEAD ACTORS EXPECTED TO RELEASE IN 2024

Lead Actors (Select List in alphabetical order)	Films expected	Producer (s)
Aadhi	Sabdham	7G Films - Alpha Frames
Aari Arjunan	Release / Untitled film	Mano Creation / Madras Deck Entertainment
Arjun Das	Rasavathi	Santhakumar-DNA Mechanic Company
Arulnidhi	Demonte Colony - 2	Gnanamuthu Pattarai
Ashok Selvan	Pon Ondru Kanden / Emakku Thozhil Romance	Jio Studios / T Creations - Thirumalai
Atharvaa	Address / Thanal / Nirangal Moondru	Ajey Krishna / Annai Film Production / Aynangan International
Bharath	Munnarivaan / Once Upon a Time in Madras	Libra Productions / Friday Film Factory
Dhruv Vikram	Film with Maari Selvaraj	Neelam Productions
Dinesh	Thandakaaranyam	Neelam Productions
G.V. Prakash Kumar	Kalvan / Idi Muzhakkam / DeAr / Kingston / Untitled film	Access Film Factory / Skyman Films International / NutMeg Productions / Parallel Universe / Neelam Productions
Gautham Karthik	Criminal / Mr.X (with Arya)	Parsa Pictures-Big Print Pictures / Prince Pictures
Harish Kalyan	Nooru Kodi Vanavil / Diesel / Lubber Pandhu	Balaji Kapa / SP Cinemas / Prince Pictures
Jai	Karuppar Nagaram / Jai 32	R. Ramesh / Mithun Mithra Productions
Kalaiyarsan	Vaazhai	Maari Selvaraj / Disney Hotstar
Kalidas Jayaram	Yet to be announced	Yet to be announced
Kathir	Aasai	Eagle's Eye Entertainment - Passion Studios
Kavin	Star / Kiss	Sri Venkateshwara Cine Chithra / Romeo Pictures
Kreshna	Yet to be announced	Yet to be announced
Mahat Raghavendra	Kadhale Kadhale	Sri Vaari Films
(Master) Mahendran	Arindam	Raw 1 Media
Mirchi Shiva	Saloon / Sumo	Inder Kumar / Isari K. Ganesh
Nakkul	VascoDaGama / The Dark Heaven	Dato B Subhaskaran / Team B Productions
Pradeep Ranganathan	LIK / Dir. Ashwath Film	Seven Screen Studios / AGS Entertainment
Rio Raj	Yet to be announced	Yet to be announced
Samuthirakani	Thiru Manickam	GPRK Movies
Sathish	Sattam En Kaiyil	Krish International Film Creation
S.J. Suryah	Many films in Key roles	Yet to be announced as the Lead Hero
Shantanu Bhagyaraj	Yet to be announced	Yet to be announced
Soori	Viduthalai - Part 2 / Kottukkali / Garudan	RS Infortainment / SK Productions / Lark Studios
Srikanth	Theenkirai / Operaton Laila	TWD Media / Selrin Production
Vaibhav	Aalambana / Chennai City Gangsters	KJR Studios / BTG Universal
Vasanth Ravi	Pon Ondru Kanden / Weapon	Jio Studios / Million Studio
Vemal	Desingu Raja 2 / Pogumidam Vegudhooram Illai / Ma.Po.Si	Infinity Creations / Shark 9 Pictures / SSS Pictures
Vetri	Iravu	M.S. Murugaraj
Vidaarth	Laandhar / Kaangal	M Cinema / Mayavaram Pictures
Vikram Prabhu	Rathamum Sathaiyum / Pagaiye Kaththiru	Karthik Advait / Kandhan Arts
Vikranth	Will	Footsteps Productions
Yogi Babu	Boat / Medical Miracle	Maali & Maanvi Movie Makers / A1 Productions

*The above is a select list of actors, presented in alphabetical order. Any omission is unintentional.

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A Ready Reckoner on Tamil Cinema

April 2024

