


TAMIL FILM ACTIVE PRODUCERS ASSOCIATION



TAMIL CINEMA TRADE GUIDE

Issue - 3/2024

May 2024


LYCA
PRODUCTIONS
SUBASKARAN
PRESENTS

VELAYUVA

SUPERSTAR
RAJINIKANTH

WRITTEN & DIRECTED BY
T. J. GNANAVEL

AN ANIRUDH MUSICAL

S.R. KATHIR ISC K.KADHIR ANBARIV PHILOMIN RAJ

HEAD OF LYCA PRODUCTION G.K.M TAMIL KUMARAN



PRODUCED BY SUBASKARAN

IN CINEMAS

PLEASE

WORLD

OCTOBER 2024

 SONY MUSIC 

PASSION
STUDIOS



think
PRODUCTIONS

VJS
50

PFESTAR
K.SENTHIL
RELEASES

FROM THE DIRECTOR OF
'KURANGU BOMMAI'

MAKKAL SELVAM VIJAY SETHUPATHI

MAHARAJA



WRITTEN & DIRECTED BY NITHILAN SAMINATHAN

MUSIC BY B. AJANEESH LOKNATH AND DINESH PURUSHOTHAMAN EDITOR PHILOMIN RAJ COSTUME DESIGNER VAIRAMUTHU PRODUCTION DESIGNER V SELVAKUMAR
DIRECTOR OF PHOTOGRAPHY NITHILAN SAMINATHAN EXECUTIVE PRODUCERS RAAM MURALI STANLEY ANIL ARASU PRODUCED BY AR ABDUL RAZAK CASTING DIRECTOR DINESH MANOHARAN DRESSING ROOMS N VENKATAPARI SFT (FOUR FRAMES)
EXECUTIVE PRODUCERS M.R. RAJAKRISHNAN (R K STUDIOS) EXECUTIVE PRODUCERS ARJUN S MANI (OLI SOUND LABS) EXECUTIVE PRODUCERS S. PALANI EXECUTIVE PRODUCERS SURESH RAVI (MANGAL PESU) AND FAZIL (SPILL LIGHT STUDIOS) PVT LTD
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EXECUTIVE PRODUCER A.KUMAR ASSOCIATE PRODUCER KAMAL NAYAN
PRODUCED BY S.SUDHAN & JAGADISH PALANISAMY



NETFLIX JUNGLEBOY



INFINITI
FILM VENTURES



VIJAY ANTONY IN

MAZHAI Pidikkatha MANITHAN

S.D. VIJAY MILTON

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

Tamil Film Active Producers Association

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



Visit: www.TFAPA.com
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Tamil Cinema Trade Guide – April 2024 issue released

Tamil Cinema Trade Guide, is a new initiative by Tamil Film Active Producers Association (TFAPA), 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. TFAPA, after gaining tremendous response for its March 2024 issue of Trade Guide, brought out the April 2024 issue sharp on 1st of the month. The issue again received overwhelming appreciation from everyone and is now setting a new benchmark for presenting a trade guide for the benefit of everyone associated with film industry.

The Trade Guide presented various details about the industry including New Tamil Film releases until the month, important happenings during the month, detailed out the business space of Digital/OTT market, case study on how Malayalam cinema dominated the Tamil Nadu Box office, excerpts from the Indian film industry report published by EY for FICCI 2024, case study on a commercially successful film, New Tamil films expected to release during the next three months, details of Lead Actors with their forthcoming film details for Producer members to know the commitment of actors with films.



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.

TFAPA aims 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 for acquisition the films up for release.

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 associated with Tamil Cinema in some way.

We welcome any suggestions or feedback to improve the content of the Trade Guide. You can also place your advertisements in the magazine. Please write to us at tfapa2020@gmail.com. Looking forward to your valuable suggestions and contributions.

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


V HOUSE
PRODUCTIONS
SURESH KAMATCHI
PRESENTS

இறுதிக்கட்ட பணிகளில்..



ARUN VIJAY

Vanangaan...

A BALA FILM

A GV PRAKASH KUMAR MUSICAL
PRODUCED BY SURESH KAMATCHI

Tamil cinema has witnessed 21 new films during April including a big budget film 'Rathnam' with Vishal, directed by Hari.

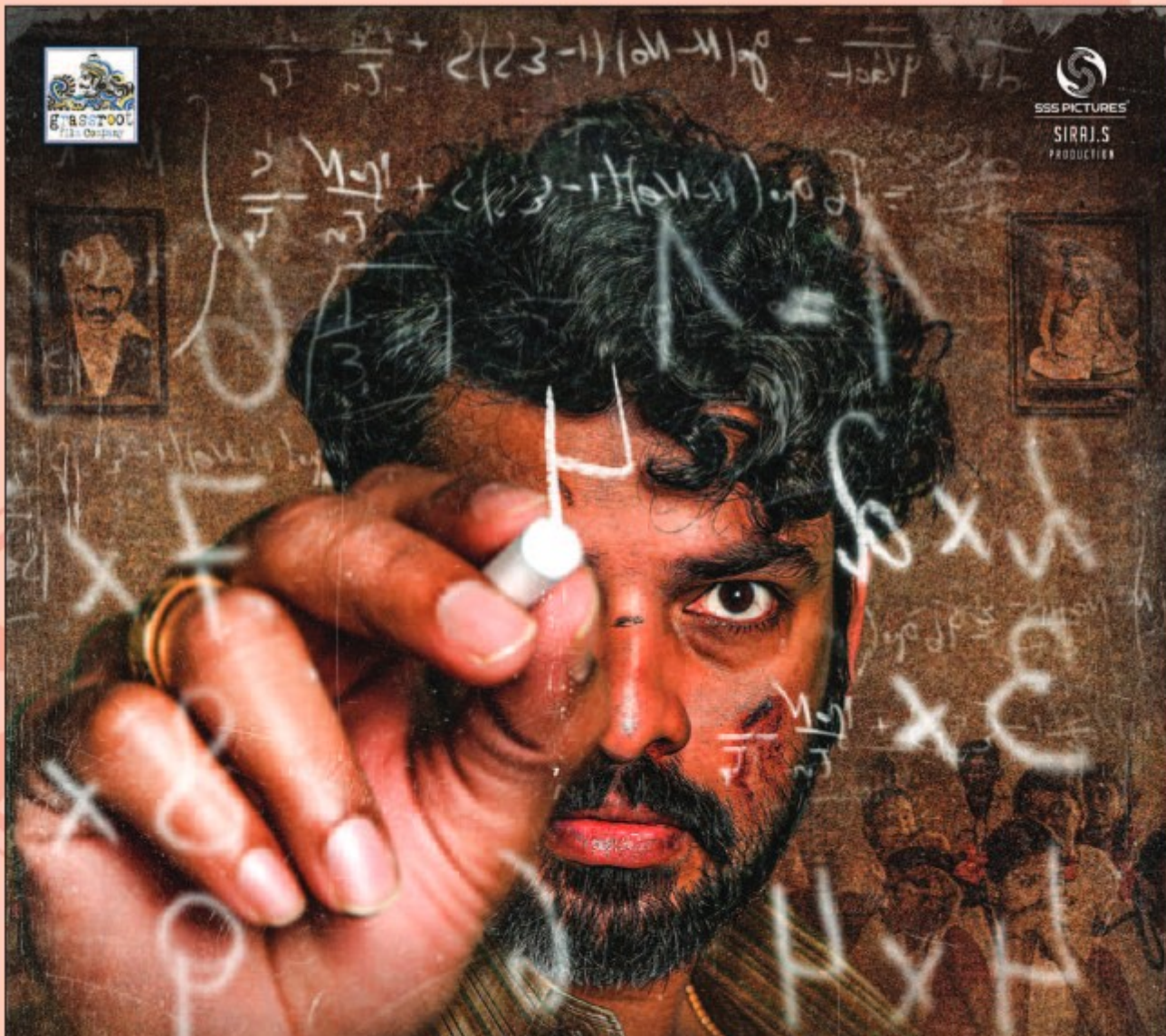
However, the highlight of the month was Vijay's 'Ghilli', which was re-released on 20th April that went on to create records at box office for a re-released film. In its first six days, the film earned over Rs.10 crore at Tamil Nadu box office. A detailed article in this issue explains more on the response to the film and the learnings from it.

The film 'Pon Ondru Kanden' starring Ashok Selvan and Vasanth Ravi, directed by Priya V was premiered directly by Jio Cinema on 14th April, which surprised even the cast and crew of the film as they were expecting a theatrical release first.

The list of new Tamil film releases during April 2024 is listed below. 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.

S.No	Date	Name	Banner	Producer Name	Theatre / OTT	Lead Actor	Satellite right	OTT right	Genre
1	04-Apr	Kalvan	Axcess Film Factory	G. Dilli Babu	Theatre	G.V. Prakash Kumar	Vijay TV	Hotstar	Rural comedy
2	05-Apr	Double Tukkar	Air Flick	DheeraJ	Theatre	DheeraJ			Fantasy
3	05-Apr	White Rose	Poombaral Murugan Entertainment	N. Ranjani	Theatre	New			Thriller
4	05-Apr	Karpu Bhoomiyil	Buddha Films	Nesam Murali	Theatre	Nesam Murali			Realistic
5	05-Apr	Oru Thavaru Seldhal	KMP Pictures	P. Keerthana	Theatre	MS. Bhaskar			Political
6	05-Apr	Iravin Kangal	Prathab Enterprises	Prathab	Theatre	Pop Suresh			Thriller
7	05-Apr	Aalakalam	Shree Jal Productions	Jaya Krishnamoorthy	Theatre	Jaya Krishnamoorthy			Family
8	11-Apr	Romeo	Vijay Antony Film Corporation	Vijay Antony	Theatre	Vijay Antony	Vijay TV	Amazon Prime	Romantic
9	11-Apr	DeAr	NutMeg Productions	Varun Thirupureni	Theatre	G.V. Prakash Kumar		NetFlix	Love
10	12-Apr	Ariviyal	Pachalyamman Movies	S. Narayanan - N. Chellammal	Theatre	S. Narayanan			Sci-Fi
11	12-Apr	Vaa Pagandalyya	Oli Revelation	Ps. Jayakumar	Theatre	Vijaya Dinesh			Realistic
12	14-Apr	Pon Ondru Kanden	Jio Studios - YSR Films	Jyoti Deshpande - Yuvan Shankar Raja	OTT Premiere	Ashok Selvan - Vasanth Ravi		Jio Cinema	Love
13	19-Apr	Vallavan Vaguthuthadha	Focus Studios	Vinayak Dural	Theatre	Tej Charanraj			Hyperthriller
14	19-Apr	Never Escape	Royal B Productions	Mansi Flora	Theatre	Robert Master			Thriller
15	20-Apr	Finder	Arabi Production	Rajiv Subramaniam - Vinod Rajendran	Theatre	Charlie			Thriller
16	20-Apr	Ruban	AKR Future Films	Coval K Arumugam	Theatre	Vijay Prasath			Thriller
17	20-Apr	Siragan	MAD Films	Dural Pathak	Theatre	GajaraJ			Thriller
18	26-Apr	Rathnam	Stone Bench Productions	Karthikeyan Santhanam	Theatre	Vishal	Zee TV	Amazon Prime	Action
19	26-Apr	Oru Nodi	Creative Entertainers & Madurai Alagar Movies	G. Dhananjeyan - Alagar Gurusamy	Theatre	Taman Kumar			Thriller
20	26-Apr	Kolai Dhoram	Hasini Movies	Prabhakaran N	Theatre	Yuvan Prabhakar			Thriller
21	26-Apr	Idhu Mirugangal Vazhum Idam	Fine John Pictures	J. Ajara Begam	Theatre	Fine John			Family

As of 30th April, 87 new Tamil films were released (including 66 released during January to March 2024 listed in our April 2024 issue) against 77 new films released during the same period in 2023, an increase of over 13% in four months. However, the success rate in the last four months has come down considerably and the industry is looking for a big breakthrough at box office and hoping that from May 2024 the industry will get back on its feet with many big budget films being lined up.



VETRI MAARAN PRESENTS

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MA·PO·SI

MANGOLLA

PONNARASAN

SIVAGNAM

BOSE VENKAT

CINEMATOGRAPHY INIYAN J HARRIS MUSIC SIDDHU KUMAR EDITOR & COLORIST SHREETH SARANG ART BHARATHI BUDDHAR DIALOGUES SUGUNA DIWAKAR
PRODUCTION DESIGNER DINESH STUNTS VIMAL RAMBO JEWELRY VIVEKA - AFRANGUHI ILAYARAJA - HANDESHI ARUN CO-DIRECTORS GANGA K MATHAN - KA.THIRUNAVUKARASU
ASSOCIATE DIRECTORS A.ANBARASAN - PREMUMAR BALAN COSTUMES MOHAMMED SUBIER MAKEUP AR.ABDUL RASAK SFX M.ARUN ARTDIRECTION S.SIVAKUMAR
DI SARANGS DE VFX PIXEL LIGHT STUDIO PRODUCTION CONTROLLER SIVAKUMAR STILLS R.S.RAJA PRO SATHISHKUMAR SUBJECTIVITY DESIGNER SELVAA
EXECUTIVE PRODUCER M.KANNAN

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Important happenings like new film launches and any other landmark event organized during the month of April is presented below.

Do check out this section every month to know the developments you should not miss. (Regular audio launch events or press meets shall not be listed here).

Date	Event Name	Film Name	Producer	Lead Actor/Director
4-Apr	Film Launch	Retta Thala	BTG Universal	Arun Vijay
5-Apr	Film Launch	Pizza 4	Thirukumaran Entertainment	Abi Haasan
5-Apr	Film Launch	Indru Netru Naalai – 2	Thirukumaran Entertainment	Bharath Mohan
6-Apr	World Record - Audio launch	Teenz by R. Parthiban	Bioscope Dreams	R. Parthiban
14-Apr	Film Launch	Benz	Passion Studios - The Route - G Squad	Raghava Lawrence
14-Apr	Film Launch	Hunter	Goldmines Telefilms	Raghava Lawrence

R. Parthiban's new adventure thriller 'Teenz' trailer and music launched in unique way. A New world record was created for most number of audio launches for a movie at single venue while the trailer was released by director Mani Ratnam. The film, which already set a record for being the first film whose first look was released in theatres with Censor certificate, set another world

record at the audio launch.

World Records Union has certified 'Teenz' as the first film to achieve most audio launch ceremonies for a movie at a single venue. 'Teenz' set this record by holding audio launch events for four consecutive shows at Kamala Theatre.





R.KANNAN
PRESENTS

COMING SOON



HANSIKA MÖTWANI
IN & AS

GANDHARTI

A FILM BY
R KANNAN

DIR. BALASUBRAMANIAM | MUSIC: L.V. MUTHU GANESH | STUNTS: STUNT SILVA | SCREEN PLAY: G. DHANANJAYAN
STORY: M.A. THOLKAPPIYAN | EDITOR: JIJENDRAN.V | ART: MUNI KRISHNAN | MAKEUP: SRINI SELVARAJ
EXECUTIVE PRODUCER: K. SIVASANKAR | LINE PRODUCER: OMSARAN | COSTUME DESIGNER: PRADEEPA | PRO: JOHNSON | IN: INFINTY MEDIA
CHARLISY: SHANMUGA PANDIAN M. | SFX: SATHISH | VFX: VENKI CHANDRASEKAR | AUDIOGRAPHY: KATHIR (L.V. STUDIOS) | DESIGNER: RAJIV KHISHNAN



PRODUCED BY R KANNAN





How Malayalam film industry is able to make the most of it while other industries are struggling...

2024 has been a phenomenal year for Malayalam cinema. Generally, Malayalam cinema would be in fourth or fifth position in revenue contribution among other film industries in India. But in 2024 so far, they are the third biggest contributor after Hindi and Telugu, surpassing the mighty Tamil film industry by clocking over Rs.700 crore at box office.

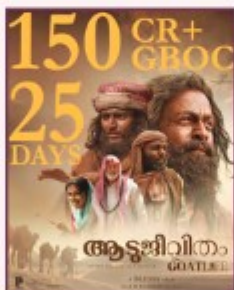
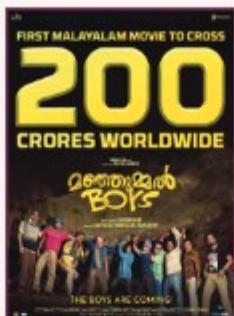
Some might say that this is a one-off trend in the film industry just like how the 'KGF' series and 'Kantara' elevated the market of the Kannada industry. But the point to be noted here is the Malayalam industry's consistency. Mollywood is not dependent on one big film to prove its strong presence in the Indian entertainment biz. Instead, they have been churning out back-to-back quality flicks and constantly exploring new markets in Tamil Nadu, Karnataka, Telugu states, and even non-traditional offshore markets like the USA reporting massive numbers for the recent Malayalam films.

In 2024, 'Manjummel Boys' is the biggest Malayalam grosser so far by amassing 236 crores globally followed by 'Aadujeevitham' (150 crores and counting), 'Premalu' (136 crores), 'Aavesham' (100 crores and counting), 'Bramayugam' (86 crores), and 'Varshangalkku Shesham' (65 crores and counting).

The main reason for the success of these films was unique and differentiated story ideas in each one of them. They were not typical commercial stories but stood out for their themes and hence audience lapped them up. The biggest surprise of these successful films was most of them did not even have any Heroine character!

Interestingly, the above-mentioned films have also performed well in Tamil Nadu. 'Manjummel Boys' has grossed more than 60 crores in the state while 'Premalu' has grossed around 10 crores (all versions) and the other three films have also performed better than the usual Malayalam hits in Tamil Nadu.

While you can call 'Manjummel Boys' a one-time wonder, 'Premalu's' performance was better than many original Tamil films released in February and March. Following



'Manjummel Boys' and 'Premalu', 'Aavesham' was also released in tier-2 cities and towns with subtitles. The harsh fact is that audiences in Tamil Nadu want quality entertainment and thanks to the exposure of watching other language films with subtitles, even small-town audiences in Tamil Nadu are ready to watch Malayalam films.

Many exhibitors in Tamil Nadu say that during the dry February, March, and April months, only Malayalam films helped them to survive with decent footfall. The truth is audiences are bored of repetitive stale content

in Tamil cinema and they also feel that the production values in the Malayalam film industry are better than ours. The reason is that most of the budget in Tamil cinema goes to the remuneration of actors and as a result, the visual quality looks below par. We all can say that this is just a dry phase but the point is that our writers or directors rarely achieve excellence while the

Malayalam industry is lucky that way with brilliant writers.

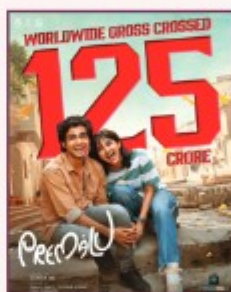
As an industry, Tamil cinema can feel proud to have big superstars but is it right to only depend on them to project ourselves as one of the biggest film industries in India? Why have we stopped making films that make young actors into stars? Yes, we occasionally get a 'Love Today' and 'Dada', but is it enough?

Look at the Telugu film industry, they have many known faces who could pull audiences to theatres. On the other hand, in the Malayalam film industry, even big stars like Mammooty and Mohanlal are behaving like newcomers, they believe that the story is bigger than their stardom and that's why we get films like 'Bramayugam' and 'Neru' from them.

Tamil Film producers should collaborate with directors and writers who are ready to work more on their scripts to achieve excellence. Today, if audiences

are ready to watch a film with unknown actors and an unknown language ('Manjummel Boys' and 'Premalu'), why wouldn't they watch a quality Tamil film that offers quality entertainment to them?

- An article by Popular Reviewer and Industry Analyst Rajasekar



T. D. RAJHA
PRESENTS
CHIENDUR
FILM INTERNATIONAL



VIJAY ANTONY IN

HITLER

WRITTEN & DIRECTED BY DANA S.A

IN ASSOCIATION WITH VIVEK-MERVIN MEDICAL

STORY BY NAVEEN KUMAR, I ASHT C. UDHAYAKUMAR, EDITOR SANGATHAMIZHAN E. PRODUCTION EXECUTIVE VIMAL G

CASTING DIRECTOR KUTUBA NELSON, KILKATTURK, PRAKASH FRANCIS, COSTUME DESIGNER BRINDHA, LEEJANATHI, MAKEUP ARTIST MURALI G, MUSIC BY ANKURAG, PRODUCED BY A.M. RAJMAHALLA, EXECUTIVE PRODUCERS VIJAY HATHIRAM, INFINITY MEDIA, EXECUTIVE PRODUCERS MANU HEMACHANDRAN, PRODUCED BY DAYMAA STUDIO, HOCUS POCUS PVT. LTD., GOOD DEVIL STUDIO, PRODUCED BY NAGARAJAN, EXECUTIVE PRODUCERS ARUN PRASATH, PRODUCED BY SATISH (AM), PRODUCED BY TRANKHA

PRODUCED BY T.D. RAJHA - D.R. SANJAY KUMAR

SS MEDIA SHANTI FILMS



TAMIL TELUGU KANNADA MALAYALAM HINDI

IMPORTANT LEGAL AND BUSINESS DEVELOPMENTS IN FILM INDUSTRY



Madras High Court says Ilaiyaraaja cannot claim sole ownership of songs as 'there are no songs without lyrics'

Date: 25th April 2024

The Madras High Court has made a strong statement in the context of the dispute between Tamil music icon Ilaiyaraaja and a private recording company, Echo. The High Court bench comprising Justice Mahadevan and Justice Muhammad Sadiq observed that Ilaiyaraaja cannot claim sole ownership of songs as lyrics play a vital part in them.

In the context of the appeal, the bench observed that there are no songs without lyrics. It further claimed that many other factors contribute to a song like the voice of the singer, and hence the composer Ilaiyaraaja cannot own the song completely. The bench was hearing a petition filed by the recording company Echo, which claimed the ownership of 4500 songs composed by the composer.

The petition was filed contesting a previous single judge's decision that asserted special sole ownership of the songs to Ilaiyaraaja. Echo had bought the rights to the songs from the filmmakers of the songs. However, Ilaiyaraaja's side has claimed ownership of the 4500 songs which has led to a legal dispute.

The company argued that the rights to the songs lie with the producer of the films as he/she employs the composer and compensates for the work. It further claimed that the composer, in this case Ilaiyaraaja, only has rights over the melody (tune) of the song. On the other hand, Ilaiyaraaja's lawyer argued that the song belongs to anyone who comes up with the melody (tune).

Hearing both sides, the court has so far observed that while the rights over the melody (tune) belong to the composer, the person can't claim to own the whole rights. The court further noted that any financial transactions involving the 4500 songs under dispute would be the subject of the appeal.

The court claimed it will hear the petition in detail in the next hearing slated to take place on the second week of June 2024.

Satellite channels wary of buying movie rights as viewership drops

Many non-star films are selling at very cheap rates to satellite channels and more than 80% of small and medium budget films remain unsold as the price of acquiring films for satellite rights has plummeted amid a shift towards OTT streaming platforms in the last four years.

Many films, other than big-budget ones, are struggling to find buyers at even half the asking price.

Over the past few months, trade experts say the box office failure of small and medium films made it tough to strike satellite television deals pre-release, and a lot of small films, particularly those in South Indian languages, have remained unsold to TV channels. According to media industry experts, the past few years have seen a 40% drop in viewership and advertising for satellite movie channels.

The crisis, having begun before the pandemic, has aggravated in the two years since.

The decline in viewership for satellite movie channels, media industry experts say, is due to the fact that the same content is available on multiple platforms. On OTT streaming platforms, people have the option of watching films at their own convenience, without ads, which seems like a much better option for audience and hence satellite channels are seeing huge decline in their viewership for films.

A few producers are able to bundle satellite and digital rights for companies like Disney-Hotstar and Zee, but a bunch of movie titles that have sold their streaming rights to Netflix and Amazon Prime Video, especially at a premium price, are finding no takers from satellite channels.

Karan Taurani, senior vice-president at Elara Capital Ltd, said the fall in satellite prices is an automatic response to the rise in OTT acquisition rates over the years. While a large film would earlier sell its satellite rights for around ₹50 crore earlier, the same would now cost ₹25-30 crore.

On the other hand, a big-ticket movie that would have been paid ₹50 crore for its OTT rights until a few months ago, could now get ₹60-65 crore.

Satellite is no longer a big revenue earner, especially because streaming platforms are demanding at least a one-month window after the OTT premiere. But by then, who will want to watch it on TV?" independent trade analyst Sreedhar Pillai said.

Clearly, challenging times are ahead for small and medium film producers as more than 80% of the films could not be sold to satellite channels and no one is clear when the market will open up again to monetize the satellite TV rights for producers.

Source: Article in Live Mint, Online.



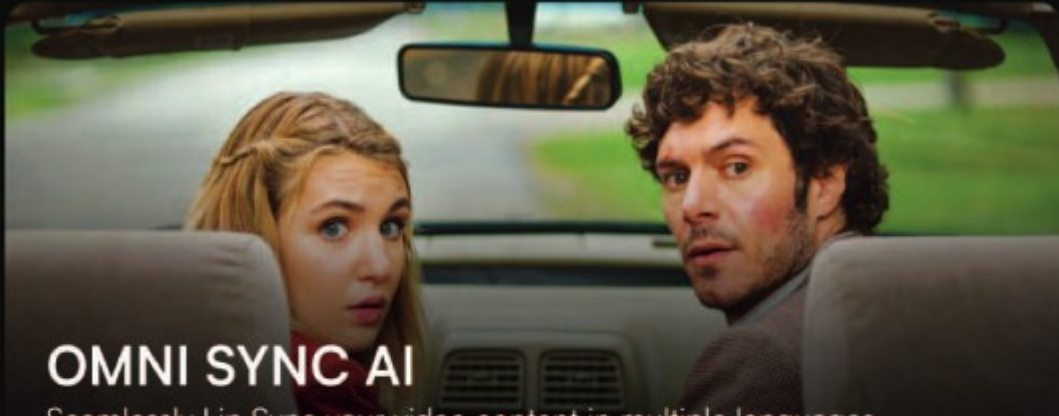
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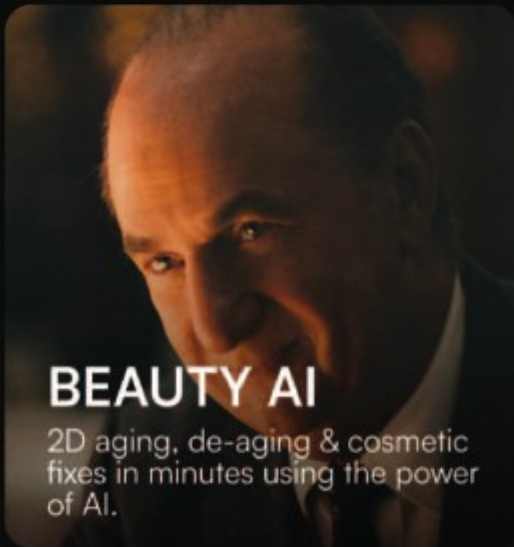
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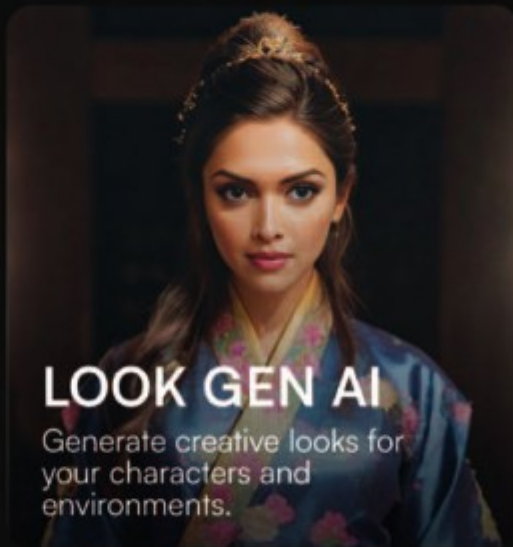
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India's Theatrical Audience Reach

Ormax Media has published a report on theatrical audience across the country in April 2024 under the name "Sizing The Cinema: 2024", which highlights the expansion of the Indian theatrical market, based on research involving 8,500 Indian audiences from urban and rural areas in January 2024, showing a notable increase in theatre attendance compared to the previous year.

The report summarises the following findings:

- India's theatrical universe now stands at 157.4 million or 15.7 crore individuals, a 29% increase compared to 2022 and an 8% increase versus the pre-pandemic level.
- At 157.4 million, only 11.1% of India visited a theatre at least once in 2023, up from 10.5% pre-pandemic, which is a huge opportunity for the film industry to expand the market.
- This universe of 157.4 million theatre-goers contributed to 942.9 million footfalls in 2023, i.e., an average of 6.0 films per capita per annum (across languages).
- Hindi language has seen a sizeable increase of 58%, having gained 33.9 million audiences over the last year.

- Among the four South Indian languages, only Malayalam saw growth in its audience base in 2023, while the other three languages witnessed a minor decline.

The report breaks down the theatrical audience by demographics (age, gender), geography, and language. Hindi cinema had the largest growth, with its audience reaching 9.2 crore (theatrical universe), a 58% increase from 2022. Tamil, Telugu, and Kannada films saw slight decreases, while Malayalam cinema rose by 19% to 11.9 million in 2023.

The 157.4 million audience contributed to the 942.9 million footfalls at the domestic box office in 2023, comes to an average of 6.0 films watched by theatre-goers in India, across all languages put-together. However, there is significant variation in the average number of films watched by theatre-goers in each language, as captured in the table given.

The highest footfall in the country is witnessed for Telugu language at 9.2 films a year in 2023, followed by Tamil language at 8.1 films a year and then comes Malayalam, Punjabi and then Hindi. Clearly Telugu and Tamil language industries dominate with highest level of footfalls and audience patronage to theatres.

India's Theatrical Audience Universe

Pre-Pandemic to Current



Source: Ormax Media Report, April 2024

Theatrical Universe vs. Footfalls

Top Languages



Language	Theatrical Universe (Mn)	2023 Footfalls* (Mn)	Avg. number of films in 2023
All (Unduplicated)	157.4	942.9	6.0
Hindi	92.2	274.6	3.0
Tamil	27.3	220.0	8.1
Hollywood	26.8	48.0	1.8
Telugu	26.2	241.9	9.2
Kannada	13.3	30.3	2.3
Malayalam	11.9	67.0	5.6
Marathi	10.1	20.3	2.0
Punjabi	4.3	23.0	5.3
Gujarati	4.3	5.9	1.4
Bengali	4.0	6.2	1.6

*The Ormax Box Office Report 2023

Per capita average consumption for 2023 continues to be relatively higher for South Indian languages, barring Kannada.

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PRODUCED BY
K J BALAMANIMARBHAN
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Joined during April 2024

From this issue, we will be featuring the new Producer members who joined during the month to our Association to introduce to them the entire community of TFAPA members and also the trade.

Every month, more than 5 new members join TFAPA and in April 2024, 10 new members have joined and their details are presented below. We wish all the new members a big success in their film production journey and assure all our support to each one of them.

S.No.	Membership Type	Company Name	Producer's Name
1	Corporate	MERCURI MOVIES	SRIRAM BAKTHISARAN
2	New Producer	HARISH CINEMAS	A. ALAGU PANDIAN
3	New Producer	ASAI INTERNATIONAL PVT.LTD.	MAHENDAR RAO
4	New Producer	OLDMAN PRODUCTIONS	HARIHARAN.PK
5	New Producer	AVISA FILM PRODUCTION	G. VAJJIRAVEL
6	New Producer	AMOHAM STUDIOS PVT LTD	K. SUBHASHINI
7	New Producer	JOKER FILMS ENTERTAINMENT	SILAMBARASAN @DHEERA
8	New Producer	SWASRI CREATIONS	S. MADHAVAN
9	New Producer	PJS PICTURES LLP	PRASANTH SHANKAR RAMARAO
10	Associate Producer	KJB TALKIES	K J BALAMANIMARBHAN

With their addition, TFAPA's family has grown further and becoming stronger each month. Our current strength is as given below:

Summary of TFAPA Members as of April 2024:

Type of Members	Number of Members as of 30.4.2024
New Producer Members	196
Associate Members	17
Primary Members	47
Corporate Members	2
Total Active Members	262



TFAPA provides the following services to its members efficiently:

1. Title registration if no objection received within 72 hours of receipt of application.
2. Publicity clearance for Censor purpose within 48 hours of receipt of application.
3. Dispute resolution within 48 hours of receipt of complaints/disputes.
4. Recommendation to FEFSI for shoot commencement on the same day of receipt of request.
5. Regular information on the happenings in the industry and guidance wherever required.
6. Tariff/cost negotiation for various activities to benefit the members.
7. Tamil Cinema Trade Guide to all members to know more about the industry
8. Many other services as required from time to time.



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GURUVAYOOR AMBALANADAYIL

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

Production Controller Rinnny 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



Outside Kerala release: AP International

Ghilli Re-Release:

While Tamil film producers missed out on the lucrative summer season, actor Vijay's 'Ghilli' is the saving grace for theater owners and the film industry. In its first week, the film crossed Rs.10.25 crore in Tamil Nadu alone. In the long run, the film has a good chance to mint around Rs.20 crores, which is higher than the box office numbers of many small and medium-budget Tamil films so far this year!

Re-releasing of old films is not a new trend in Tamil and for many decades cult classic films of MGR and Sivaji were released and have achieved good box office collections. In the recent past, the re-release trend has picked up wondrously, with many old Tamil films regaining their glory at the box office. The re-release of films such as '3', 'Vaaranam Aayiram', 'Vettaiyadu Vilaiyadu' and Ajith's 'Billa' got a sparkling opening at the box office, but then came the Goliath in the form of 'Ghilli', a re-release which is running the race with other natural releases of 2024, which is a perfect example of the raging craze for the film even after these many years.

Right from the announcement of the film's re-release in theatres, 'Ghilli' generated loads of excitement from the fans and audiences, who trusted it to be one of the most enticing theatrical visits of the summer, at a time when other films were finding it hard to land folks on seats. The film had a superb opening of Rs.4.3 crores on day one, and found great footing from thereon.

Ghilli released in 325 screens all round TN, which is a solid number for a re-release, and much higher than the other re-releases in the recent past. The success of the film can be measured by the fact that in its second week the film continued in 225 screens and is having a better advance booking at counters than the new releases in that week.

The biggest learning from Ghilli's success would be the right positioning of the film's release, which hit the screens right after the election day, coming in as the right breather for the audiences after the election season. The film also had a ticket price of just INR 100, which was properly placed too, matching the massive hype of the release after 20 years. The audience were also



hungry for a mass commercial entertainer in the summer season, especially the absence of a biggie featuring a top tier star.



The magnitude of Ghilli's success is so high that it is really unmatched for any other film to do it in the future as well, as a re-release notching up to Rs.20 crores in Tamil Nadu is something huge for the industry at this point of time. Trade reports that 'Ghilli' grossed over Rs.21 crore worldwide in 7 days of its re-release, which makes it the only Indian film to cross that milestone so far in a re-release. The box office trend worldwide indicates that it will set further benchmarks too! The humongous response for the film also proves Vijay's dominance at the box office even with his old film, and also the evergreen effect of a film like 'Ghilli' which is enjoyed to the equal levels, every time we see on screen. The audience for 'Ghilli' re-release is not just youngsters in their 20's who would not have seen the film in theatres when it originally released in 2004 but also the families, who wish to revisit the film in theatres for the high entertainment value the film offers every time one watches it.

In the days to come, we can expect many more re-releases but it will be unlikely that we will see another phenomenon at box office in the range eventually achieved by 'Ghilli' in its re-release. It could well and truly be a one-of-a-kind re-release that will be remembered for ages.

- An article by Popular Reviewer and Marketing Consultant Siddarth Srinivas

FOR COMPLETE MOVIE OUTDOOR PROMOTION THROUGHOUT TAMILNADU



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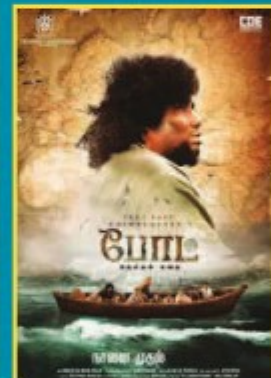
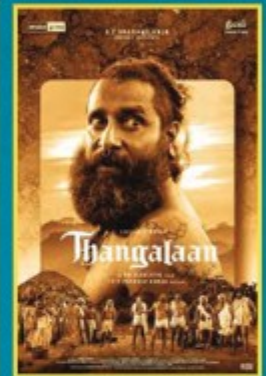
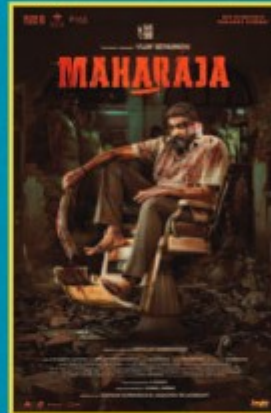
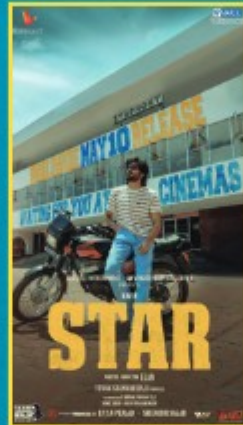
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New Tamil Films Expected to release during May to July 2024

The following is the selected list of films that are expected to release during the period of May to July 2024. This 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.



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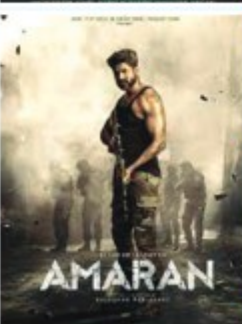




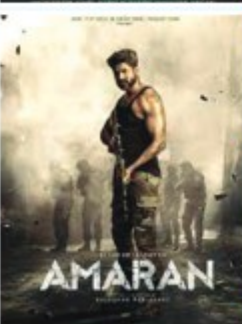




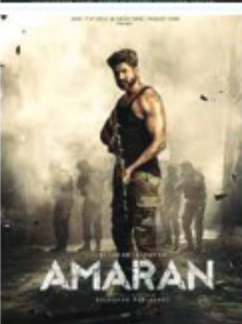




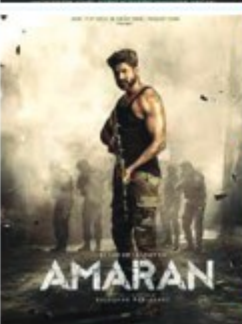




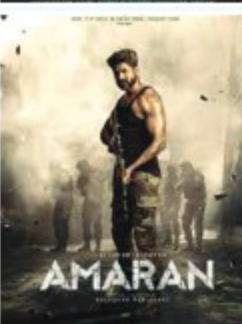
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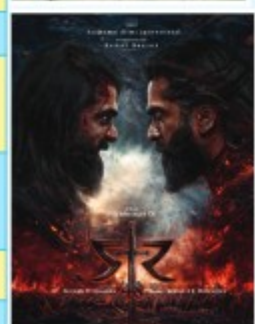
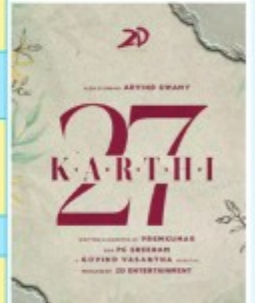
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TAMIL FILMS OF LEADING ACTORS EXPECTED IN 2024

Leading Actors (Select List in random order)	Films expected	Producer (s)
	Vettaian	Lyca Productions
	Indian 2	Lyca Productions & Red Giant Movies
	The GOAT	AGS Entertainment
	Vida Muyarchi	Lyca Productions
	Kanguva	Studio Green Films
	Thangalaan, Dhruva Natchathiram & Veera Dheera Sooran	Studio Green Films, Ondraga Entertainment & HR Pictures
	Raayan & Kubera	Sun Pictures & Sree Venkateswara Cinemas LLP-Amigos Creations Pvt Ltd
	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
	Benz & Hunter	Passion Studios- G Squad & Goldmines Telefilms
	Mr.X	Prince Pictures
	Maharaja, Viduthalai Part 2, VJS 51 & Train	Passion Studios, RS Infotainment, 7Cs Entertainment & V Creations
	Mazhai Pidikkatha Manithan & Hitler	Infiniti Film Ventures & Chendur Film International
	Mohan Das, Aaryan & Dir. Ramkumar film	Vishnu Vishal Productions & Sathya Jyothi Films
	Vanangaan, Agni Siragugal & Retta Thala	V House Productions, Amma Creations & BTG Universal
	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
	Flashback, Musasi & Jolly O Gymkhana	Abhishek Films, Joy Film Box Entertainment & Transindia Media
	Test / Untitled film	Y Not Studios / Passion Studios
	PT Sir	Vels Film International



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 - Aalpha 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	Emakku Thozhil Romance	T Creations - Thirumalai
Atharvaa	Address / Thanal / Nirangal Moondru / DNA	Ajey Krishna / Annai Film Production / Ayngaran International / Olympia Movies
Bharath	Munnarivaan / Once Upon a Time in Madras	Libra Productions / Friday Film Factory
Dhruv Vikram	Bison	Applause Entertainment - Neelam Productions
Dinesh	Thandakaaranyam	Neelam Productions
G.V. Prakash Kumar	Idi Muzhakkam / Kingston / Untitled film	Skyman Films International / 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
Kalaiyarasan	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 / Bloody Beggar	Sri Venkateshwara Cine Chithra / Romeo Pictures / Filament
Kreshna	Untitled Film	EVEG Entertainment
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 / Dragon	Seven Screen Studio / AGS Entertainment
Rio Raj	Untitled Film	Drumsticks Productions
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 Infotainment / SK Productions / Lark Studios
Srikanth	Theenkirai / Operaton Laila	TWD Media / Selrin Production
Taman Kumar	Jenma Natchathiram	Amoham Studios
Vaibhav	Aalambana / Chennai City Gangsters	KJR Studios / BTG Universal
Vasanth Ravi	Weapon / Indira	Million Studio / JSM Pictures & Emperor Entertainment
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

TAMIL FILMS OF LEAD HEROINES, EXPECTED TO RELEASE IN 2024-25



Leading Actress (Select List in random order)	Films expected	Producer (s)
Nayanthara	The Test / Mannangatti	Y Not Studios / Prince Pictures
Trisha	Vida Muyarchi / Thugs Life	Lyca Productions / RaajKamal Films
Keerthi Suresh	Raghu Thatha / Revolver Reeta / Kanni Vedi	Hombale Films / Passion Studios / Dream Warrior Pictures
Rashmika Mandana	Rainbow / Girl Friend / Pushpa 2 / Kubera	Dream Warrior Pictures / Geetha Arts / Mythiri Movie Makers / Shree Venkateswara Cinemas
Sai Pallavi	Amaran	RaajKamal Films
Jyotika	Yet to be announced	-
Shruti Haasan	Coolie / Chennai Story	Sun Pictures / Guru Films
Samantha Prabhu	Yet to be announced	-
Aishwarya Rajesh	Karuppar Nagaram / Theeyavar Kulaigal Nadunga / Valaiyam	RR Filmmakers / GS Arts / Axxess Film Factory
Andrea Jeremiah	Pisasu 2 / Manushi	Rockfort Entertainment / Grassroot Films
Kirithi Shetty	Karthi 26 / LiK / Genie	Studio Green Films / 7 Screen Studios / Vels Film International
Hansika Motwani	Gandhari / Man	Masala Pix / Madras Studios
Priya Bhavani Shankar	DeMonte Colony 2 / Indian 2 / Zebra	White Nights Entertainment / Lyca Productions / Insideus Media
Tamannaah Bhatia	Aranmanai 4	Avni Cinemax
Nithya Menen	Raayan / Kadhalikka Neramillai	Sun Pictures / Red Gaint Movies
Dushara Vijayan	Vettaian / Raayan / Veera Dheera Sooran 2	Lyca Productions / Sun Pictures / HR Pictures
Aditi Shankar	Untitled film by Vishnuvardhan	XB Film Creators
Priyanka Mohan	Brother	Screen Scene Media
Aishwarya Lekshmi	Thugs Life	RaajKamal Films International
Malavika Mohanan	Thangalaan	Studio Green Films
Raashi Khanna	Aranmanai 4 / Methavi	Avni Cinemax / Vels Film International
Varalakshmi Sarathkumar	Raayan / Untitled film	Sun Pictures / Studio Green Films
Kajal Agarwal	Yet to be announced	-
Vani Bhojan	Pagaivanukku Arulvai / Untitled film	4 Monkeys Studios / Studio Green Films
Ivana	Yet to be announced	-
Kaya Anandhi	Mangai	JSM Pictures
Sai Dhanshika	The Proof	Golden Studios



Tamil Cinema Box Office

Trend Expected in May to December 2024

For Tamil Cinema, January to April 2024 period tuned out to be a dampener as big budget films released during this period (*Captain Miller*, *Ayalan*, *Lal Salaam*, *Siren* and *Rathnam*) did not become money spinners at box office, though few out of them were commercially success as the Producers could sell the Non-theatrical rights at good prices, thus recovering their investment. However, overall, as an industry, which is dependent on theatrical revenues, is yet to show the recovery. Though Tamil Nadu box office could somewhat be supported by few Malayalam films (*Manjummel Boys*, *Premalu*, *Aadu Jeevitham* and *Aavesham*) and the re-released '*Ghilli*', it was not good enough to revive the box office entirely. Against the box office turnover of Rs.750 crore expected in January to April 2024 period, the industry clocked just around Rs.300 crore (inclusive of all languages), down by 60%. Now the entire film industry is expecting May to December 2024 period to revive the situation and bring it back on track, not just in Tamil Nadu, but even in overseas territories where none of the Tamil films clicked in the last four months and the entire overseas market is giving cold shoulders to new Tamil films due to this reason as they are not excited with small or medium budget films to get the audience back to theatres.

However, the signs of revival are very positive, looking at the response for a mass entertainer like '*Ghilli*', in its re-release. Hence, the industry is confident it will bounce back in the coming months. The most expected films in the following months give this confidence to everyone. (The release months given below are tentative and forecasted and are not officially confirmed by the respective Producers, except a few).

Month	Big Budget/Anticipated Films expected to release to boost Box Office
May 2024	Aranmani 4 / Star / Inga Naan Thaan Kingu / Maharaja / Thangalaan
June 2024	Indian 2 / Kalki 2898 – AD / Mazhai Pidikkatha Manithan
July 2024	Raayan / DeMonte Colony / Boat / Garudan / Karthi 26 / Sabdham
Aug 2024	Amaran / Pushpa 2 / Viduthalai – 2 / Hitler
Sept 2024	The GOAT / Karthi 27 / Genie / The TEST
Oct 2024	Vettaiyan / Kanguva / Vida Muyarchi / Game Changer
Nov 2024	Veera Dheera Sooran 2 / Mr.X / LIK
Dec 2024	Indian 3 / Kubera / Train

In addition, there are few more films under production may also join the list and create excitement at box office. Overall, if the films listed above release as given, it will certainly boost up the box office as there are multiple films in each month to generate interest for the audience to visit theatres, which will set the ball rolling for a bigger box office collection in Tamil Nadu.

The above line up of big budget/anticipated films in the coming months also give very limited opportunity for other language films in this period, as theatres are going to be hard pressed to allocate shows for multiple films in Tamil expected to release each month.

Tamil Cinema today requires most anticipated/big budget films releasing regularly to bring the audience back and not too many films, made in small-medium budget, which come and go within a few days of release as audiences for such films are just not willing to come to theatres unless the film is brilliant and expect to watch them when they stream in OTT Platforms. Such is the drastic mindset of audience, who are clearly looking for 'Theatre Experience' films (big budget, big artiste or most talked about film for some reason) to watch in Theatres and rest at home, when they stream on OTT platforms. Clearly it is challenging time for small and medium film Producers, while for big budget films with a big star, it is not such a big challenge as they can sell off their Audio, OTT, Satellite, Hindi dubbing rights at lucrative prices and mostly recover their investment. In the changed market scenario, BIG is Safer with their investment and the SMALL is mostly a Sufferer, is the hard reality!



Kerala: Amicus Curiae Report proposes 48-hour embargo on reviews by social media influencers

Amicus Curiae Shyam Padman in his 33-page report says social media influencers in Kerala like Aswanth Kok, Unni Vlogs, Cinephile, and Chekuthan have amassed a huge number of followers and can make or break a film.

An Amicus Curiae appointed by the Kerala High Court has proposed certain guidelines for regulation of social media influencers engaged in film reviewing, including a 48-hour embargo between release of a movie and the review by them. A few news outlets have misinterpreted the Amicus Curiae report as a verdict of the Kerala High Court, however the court is yet to decide on the proposals.

Shyam Padman in his report says it is necessary to differentiate the new age social media influencers from film critics like Anupama Chopra and Baradwaj Rangan who are part of Film Critics Guild, India's first registered association of film critics and also actively engage with the audience in social media. Their reviews stand out from those of many current vloggers by the depth of analysis that goes beyond surface-level impressions, it said.

The report has also suggested measures to combat 'Review Bombing' through use of fake profiles and bots and fraudulent consumer reviews on ticket booking platforms and film databases apart from 'paid negative reviews'. The Amicus Curiae has also proposed establishing a dedicated portal by the Cyber Cell of the police to receive complaints related to review bombing. Another suggestion is mandatory compliance with the Bureau of Indian Standards (BIS) Framework by all review sites.

The framework 'Online Consumer Reviews – Principles and Requirements for their Collection, Moderation and Publication' managed by BIS was published in 2021 and voluntary in nature. Under the framework, platforms will be required to set up review administrators to moderate reviews using automated tools or manually to filter out biases and restrict fraudulent reviews.

In his 33-page report, advocate Shyam Padman has recommended a 48-hour embargo against film reviews by social media influencers. "Vloggers should refrain from dissecting a movie in the name of film review within the first 48 hours of a movie's release. This cooling-off period allows viewers to form their own opinions without being unduly influenced by early, potentially biased reviews," the report says. The report interchangeably uses the term vloggers to refer to social media influencers who make opinionated remarks on new releases.

The Amicus Curiae also wants social media influencers to use a 'respectful tone,' provide 'constructive criticism,' avoid spoilers, and also consider their impact on the industry.



The origin of the case

In October 2023, filmmaker Mubeen Rauf of *Aromalinte Aadyathe Pranayam* fame approached the Kerala High Court seeking a ban against 'social media influencers' reviewing his film for at least a week. He argued that 'unchecked proliferation' of online film critics who engage in negative criticism, poses a significant threat to the film industry. Subsequently, the High Court issued a notice to the Union Ministry of Information and Broadcasting and the Central Board of Film Certification (CBFC) on a petition seeking to establish clear and transparent guidelines for online film critics and 'vloggers.'

The Kerala High Court which viewed the issue seriously, appointed Padman as the Amicus Curiae in the case. According to the filmmakers, these online film reviewers threaten to give 'negative reviews' if they were not paid to promote the movie.

The HC had asked the State Police Chief on what actions could be taken in such instances. But the police chief did not mention any protocol on this tricky subject due to the implication it has on the freedom of speech and expression guaranteed by the Constitution of India under Article 19(1)(a).

In his report, Padman said that the Ministry of Information and Broadcasting should draft guidelines for film reviews which would ensure "a more responsible and ethical social media landscape." He said that these regulations would not only protect the integrity of the filmmaking process but also safeguard the interests of audiences and promote a culture of professionalism and accountability among influencers.

Article sourced from The News Minute, published on 14/03/2024

We shall keep you all updated on the court verdict on this report.

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TAMIL CINEMA TRADE GUIDE

Issue - 3/2024

May 2024

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