



TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

TAMIL CINEMA TRADE GUIDE

A Ready Reckoner on Tamil Cinema

Issue - 4/2024

June 2024



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Times of India
<https://timesofindia.indiatimes.com/movies/news/Ilaiyaraaja-sends-a-copyright-notice-to-Rajinikanth-s-Coolie>
1 May 2024 — Music composer Ilaiyaraaja has sent a copyright notice to 'Coolie' makers for using his music in the teaser of the film without permission.

The Financial Express
<https://www.financialexpress.com/opinion/Ilaiyaraaja-music-and-the-ever-lasting-confusion-over-copyright>
11 Jul 2019 — Performers have their own copyrights as per law. The singer is entitled to perform. The composer may be entitled to his share of the royalty.

Koimoi
<https://www.koimoi.com/Dawn-South/Ilaiyaraaja-s-Copyright-Dispute-Rocks-Lokesh-Kanagaraj-s->
2 May 2024 — Ilaiyaraaja has taken swift legal action against the producers of 'Coolie' for the unauthorized use of his music in the teaser.

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Tamil Film Active Producers Association

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Tamil Cinema Trade Guide maintains the momentum

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 and May 2024 issues sharp on 1st of the month and the issues received very good appreciation from everyone and has set a benchmark for presenting a trade guide for the benefit of everyone associated with film industry.

The Trade Guide for each month presents various details about the industry including New Tamil Film releases until the month, important happenings during the month, various articles to present the developments during the month, Ormax Media report on most expected Tamil films and the trends, All-India Box Office reports, 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.

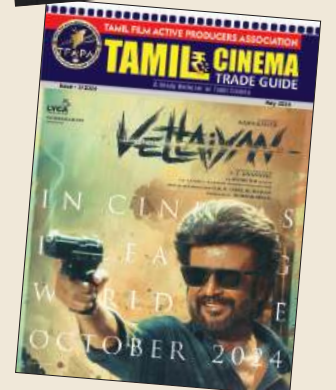
Tamil Cinema Trade Guide was sent to everyone connected to Tamil Cinema, including all TFAPA members, prominent Producers, Film Studios, buyers of various rights like music, Hindi dubbing, satellite, digital, overseas, Tamil Nadu theatrical rights, and media persons. All those who received a copy were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

TFAPA is working towards making 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 acquiring 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.

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New Tamil Film Releases during May 2024

100+ New Films released in the first five months

Tamil cinema has witnessed 23 new films during the month of May including the most expected 'Aranmanai 4' from Sundar C, 'STAR' by Elan with Kavin, 'Inga Naan Thaan Kingu' by Santhanam and 'Garudan' a multi-starrer featuring Soori, M. Sasikumar and Unni Mukundan.

'Aranmanai 4' became a blockbuster and brought smiles on the faces of distributors and exhibitors, who were waiting for a Hit film from Tamil Cinema. The film has earned globally over Rs.100 crore, which is a record for Sundar C's 'Aranmanai' series. A detailed article on the success of this film is included in the later pages from Trade Analyst Rajasekar.

'STAR' starring Kavin, brought in excellent opening week-end collections due to the huge expectations the film's trailer created. The film ended up becoming a success at box office on an overall basis for the Producer. A detailed article on the

role of trailer is included in the later pages of the magazine by reviewer and marketing consultant Siddharth Srinivas.

The list of new Tamil film releases during May 2024 is given below. The list also presents the details of Satellite channels and OTT platforms, who acquired these films so far. More out of the new releases may be acquired in the coming months.

As of 31st May 2024, 110 new Tamil films were released (including 87 released during January to April 2024 listed in our March & April 2024 issues) against 95 new films released during the same period in 2023, an increase of over 15% in five months. However, the success rate in the last five months has come down drastically and only select few films are becoming successful. Like Malayalam film industry, Tamil film industry is looking for a big breakthrough at box office with multiple Hit films and hoping that from June 2024 with many big budget films being lined up, it becomes a reality.



S.No.	Date	Film Title	Production Banner	Producer Name	Theatre/OTT	Lead Actor	Satellite Right	OTT Right	Genre
1	03-May	Aranmanai 4	Avni Cinemax	Khushbu Sundar	Theatre	Sundar C			Horror Comedy
2	03-May	Ninnu Vilaiyadu	Raj Peacock Movies	Ma. Karthik	Theatre	Dinesh Master			Family
3	03-May	Kurangu Pedal	Sivakarthekeyan Productions	Sivakarthekeyan	Theatre	Kaali Venkat			Children
4	03-May	Akkaran	Kundram Productions	K.K.D.	Theatre	Akash Premkumar			Thriller
5	03-May	Sabari	Maha Movies	Mahendra Nath Kondla	Theatre	Varalaxmi Sarathkumar			Thriller
6	10-May	STAR	Rise East Entertainment	BVSN Prasad -Sreenidhi Sagar	Theatre	Kavin		Amazon Prime	Realistic
7	10-May	Rasavathi	DNA Mechanic Company	Santhakumar	Theatre	Arjun Das			Thriller
8	10-May	Uyir Thamizhukku	Moon Pictures	Aadham Baava	Theatre	Ameer			Political Comedy
9	10-May	Mayavan Vettai	Movielaya Pictures	Zakir Hussain Ismail	Theatre	Sikkal Rajesh			Thriller
10	17-May	Inga Naan Thaan Kingu	Gopuram Films	Sushmita Anbuhezhiyan	Theatre	Santhanam			Comedy
11	17-May	Kanni	Sunlife Creations	M. Selvaraj	Theatre	Ashwini Chandrasekhar			Realistic
12	17-May	Padikkatha Pakkangal	S movie Park & Pournami Pictures	Selvam/ Muthukumar	Theatre	Yashika Anand			Thriller
13	17-May	Election	Reel Good Films	Adhithya	Theatre	Vijay Kumar			Comedy
14	23-May	Saamaniyan	Etcetera Entertainment	V. Mathiyalagan	Theatre	Ramarajan			Thriller
15	24-May	6 Kangalum Ore Paarvai	Supriya Films	V. Janakiraman	Theatre	Raj Nithan			Love
16	24-May	Poomara Kaathu	Jesus Grace Cine Entertainment	Rani - Sarmila Devi - Vanitha	Theatre	Vidhush			Love
17	24-May	Pagalariyaan	Rishikesh Entertainments	Latha Murugan	Theatre	Vetri			Thriller
18	24-May	PT Sir	Vels Film International	Ishari Ganesh	Theatre	Hip Hop Aadhi			Sports
19	24-May	Konjam Pesinal Enna	Super Talkies	Sameer Bharat Ram	Theatre	Vinod Kishan & Keerthi Pandian			Love
20	31-May	Bujji at Anupatti	Kavilayaa Creations	Ram Kandhasamy	Theatre	Kamal Kumar			Children
21	31-May	Garudan	Lark Studios / Grass Root Film Company	K. Kumar - Vetri Maaran	Theatre	Soori			Action
22	31-May	Hit List	RK Celluloids	K.S. Ravikumar	Theatre	Vijay Kanishka			Action
23	31-May	Kuttrappinani	Friends Pictures	N. Peer Ismail	Theatre	Ratchasan Saravanan			Thriller





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IMPORTANT HAPPENINGS DURING MAY 2024

Important happenings like new film launches and any other landmark events organized during the month of May 2024 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
3-May	New Film Launch	Bloody Beggar	Filament Pictures (Dir. Nelson)	Kavin
3-May	New Film Pooja	Production No.1	South Studios TN	Darshan
3-May	New Film Pooja	Production No.8	Drumsticks Productions	Rio Raj
3-May	New Film Commencement	AR. Rahman-Prabhudeva 6	Behindwoods Productions	Prabhudeva
3-May	New Film Pooja	Untitled	EVEG Entertainment	Kreshna
3-May	OTT Plus Launch	New OTT		
6-May	New Film Pooja	Jenma Natchathiram	Amoham Studios	Thaman Kumar
6-May	New Film Shoot	Bison	Neelam Productions	Dhruv Vikram
18-May	New Film Announcement	Untitled	Shanti Talkies	Siddharth
20-May	Selection to TIFF Festival – Official Competition	Kottukkaali	Sivakarthyayan	Soori



Bison film pooja



Siddharth film announcement



Darshan film pooja



Jenma Natchathiram film Pooja



Rio Raj film Pooja

ANJAAMAI

WRITTEN AND DIRECTED BY
S. P. SUBBURAMAN

CAST: RAGHAV PRASAD, KALA CHARAN, KARTHICK, RAMSUDHARAN, G.C. ANANDHAN, ARVIND KATHIRKETHI, S.P. SUBBURAMAN, DEENA, DEENA, ANALRAJ, SETHU, CHANDRU, AKSHA STUDIOS, BEE STUDIOS, RAMESH MURUGAN, ARABU C.V., KAMALAKUMAR, STALIN, JAYARAJ, MANEKSHA, MOKSHA STUDIOS

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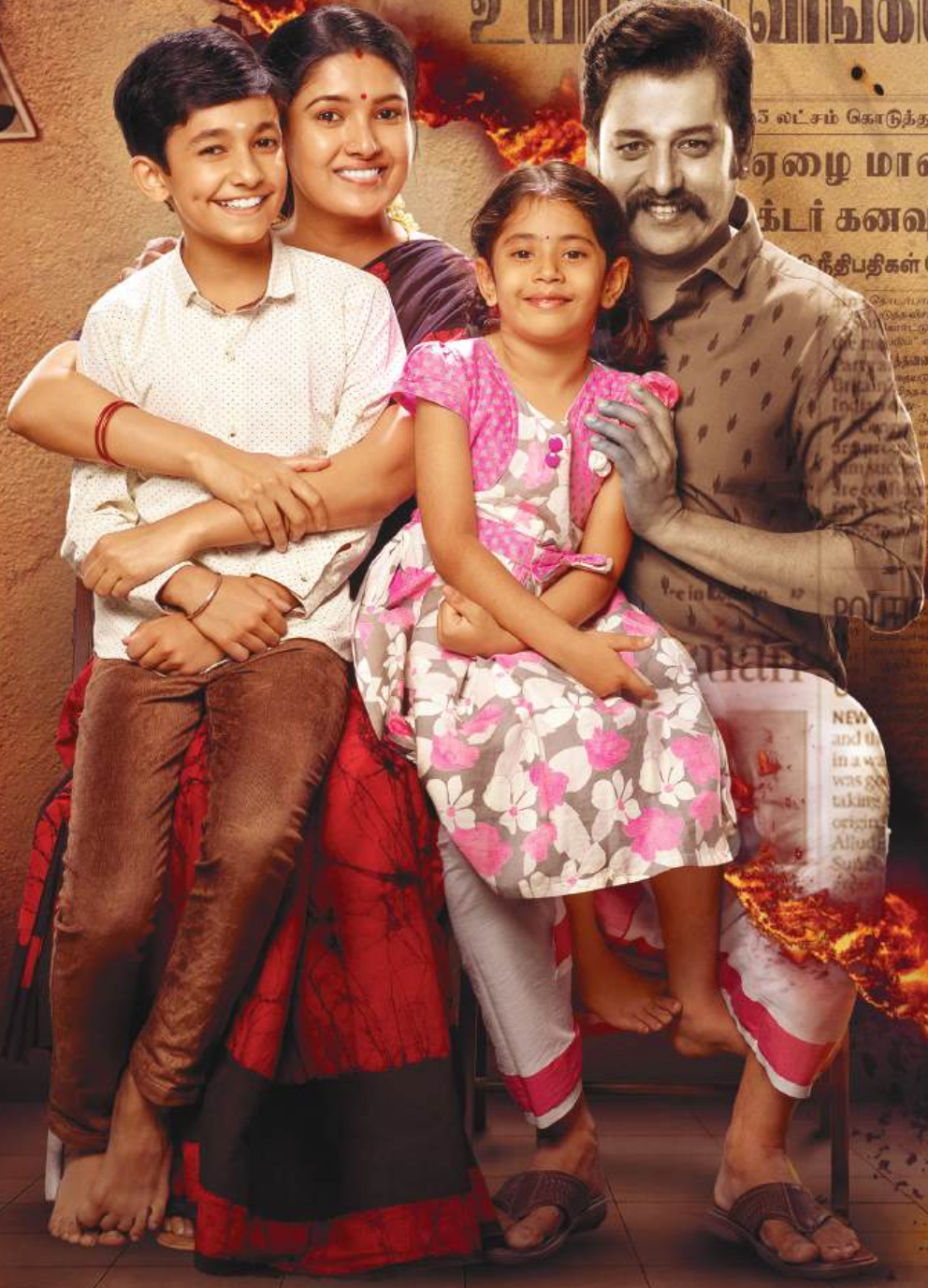
உயிர்ப்பலி வாங்கிய 'நீட்'

5 லட்சம் கொடுத்து 'நீட்' தேர்வுக்கு ப

ஏழை மாணவர்கள்

கீட்டர் கனவு என்னவா

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ORMAX MEDIA REPORT ON EXPECTATION METER OF FILMS



Ormax Cinematix is a daily campaign tracking and first-day box office forecasting tool for theatrical releases in nine languages (Hindi, Tamil, Telugu, Kannada, Malayalam, Hollywood, Marathi, Bengali & Punjabi). It is based on consumer research amongst regular theatre-goers (those who watch at least 3 films in the theatre) through an online survey.

The product tracks and forecasts over 750 films annually with an accuracy rate of 75%+.

Ormax Cinematix: Tamil

May 24, 2024

Buzz
A score from 0 to 100 that measures unaided recall for a film i.e., percentage of audience that recalled the film without being prompted. It is a strong indicator of the talk value of the film.

Reach
A score from 0 to 100 that measures **aided recall** for a film i.e., percentage of audience who were aware of the film. It captures how wide the campaign has managed to penetrate among theatre-goers.

Film	Release	Weeks To Release	Buzz	Reach	Appeal	FBO* (₹ Cr Gross)
Garudan	31-May-24	1	11	59	28	
Rayaan	13-Jun-24	3	27	58	35	
Vanangaan	TBA	TBA	2	48	18	
Veera Dheera Sooran	TBA	TBA	2	29	30	
Emakku Thozhil Romance	TBA	TBA	1	14	27	

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Ormax Cinematix Most – Awaited Tamil Films



How is the list created?

‘Ormax Cinematix - Most- Awaited’ is a monthly report that identifies the **five most anticipated upcoming films** amongst regular theatre goers.

Only films releasing from July 2024 onwards, whose trailers have not yet been released, are included.

Appeal
A score from 0 to 100 that measures the % audience who are definitely interested in watching the film in theatre, among those aware of it. It is a strong indicator of the creative strength of the campaign.

FBO*
First-day Box Office Forecast
(Available only as a Subscribed service)

About Ormax Media

Ormax Media, established in 2008, is India’s premier consulting firm specializing in media and entertainment. It is widely acknowledged as the **pioneer of film research and analytics in India.**

Ormax Media has also collaborated with renowned Production houses from South including Hombale Films, Arka Media Works, and DVV Entertainment, among others.



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ARANMANAI 4:

TURN AROUND FOR TAMIL CINEMA IN 2024

The fourth instalment of Sundar C's horror comedy franchise *Aranmanai 4* has finally given the Tamil film trade a ray of hope that audiences are coming to theatres but only if the creators and producers satisfy the moviegoers' appetite. Released on May 3, *Aranmanai 4* has amassed more than Rs.65 crores at box office in Tamil Nadu with a whopping Rs.28 crore share in the state so far.

When Sundar C and the producers quoted a big amount as Minimum Guarantee (MG) to the distributors in Tamil Nadu before the release, no one showed interest to acquire at that price. Now, Sundar C and the Producer ACS Arun Kumar have reaped gold at the box office with handsome profits beyond what they quoted as MG for Tamil Nadu theatrical rights.

In 2024, only three films have crossed the 50 Crore gross mark in Tamil Nadu and they are *Ayalaan*, *Manjummel Boys*, and *Aranmanai 4*. It's a challenging year for Tamil cinema which delivered 600 crore grossers like *Jailer* and *Leo* and 300 crore grossers like *Ponniyin Selvan 2* and *Varisu* in 2023. Hopefully, *Aranmanai 4* kicks off a solid start to the upcoming blockbusters in Tamil cinema this year.

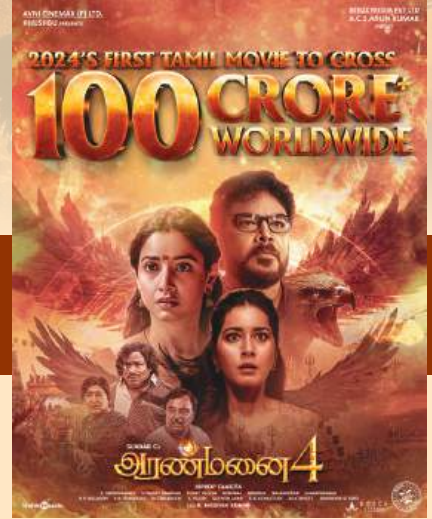
There were many criticisms about the *Aranmanai* franchise for the skin show and repetitive storyline but Sundar C has sportively taken the constructive criticisms and delivered the fourth instalment without diluting the core theme of the horror franchise.

This time, he did not place unnecessary songs in the film, and the glamorous 'Achacho' only comes in the end. The director also respected the money and time of the moviegoers so he spent most of the production cost on the visual effects and grandeur sets especially in climax instead of lavishly spending on big stars.

Many are appreciating the visual grandeur of the film. Another interesting

aspect is that just because there were many criticisms of the horror franchise, Sundar C didn't try to walk out of his comfort zone. He has kept all the elements that worked (comedy, sentiment, and the Amman song) in the previous instalments and only tweaked a little in the treatment, which also satisfied many movie critics.

Sundar C's longevity is a case study for many filmmakers on how one can survive in the industry for more than three decades. He does not pay heed to unwanted criticisms yet incorporates whatever is needed and delivers content that satisfies the larger section of the



audience, especially family members, who throng to watch his films for providing wholesome entertainment. Remember only Mani Ratnam (a pioneer who has been active since the 80s), Shankar, and Sundar C are still actively making films since the 90's.

Initially, when the reviews were positive on social media, many netizens were sceptical about the authenticity of such reviews, they even trolled the critics and social media influencers for hyping up the film. But now, the end result proves that these netizens barely make any impact at the ticket window. If the masses like the content, no one can stop the success of potential blockbusters like *Aranmanai 4*.

Besides Tamil Nadu, *Aranmanai 4* has also performed well in Malaysia, Singapore, Gulf Countries, and Europe. In India, after the home turf, the film has done good business in Karnataka and average numbers from the rest of the territories.

Altogether, the film's overall global gross has gone passed Rs.100 crores as per the poster released by the Producer and thus, the film becomes the highest-grossing instalment of the *Aranmanai* franchise from Sundar C. Trade reports say that the film will continue to run for another two weeks so, the theatre owners will still get a decent revenue in this summer holiday season.

- An article by Popular Reviewer and Industry Analyst Rajasekar





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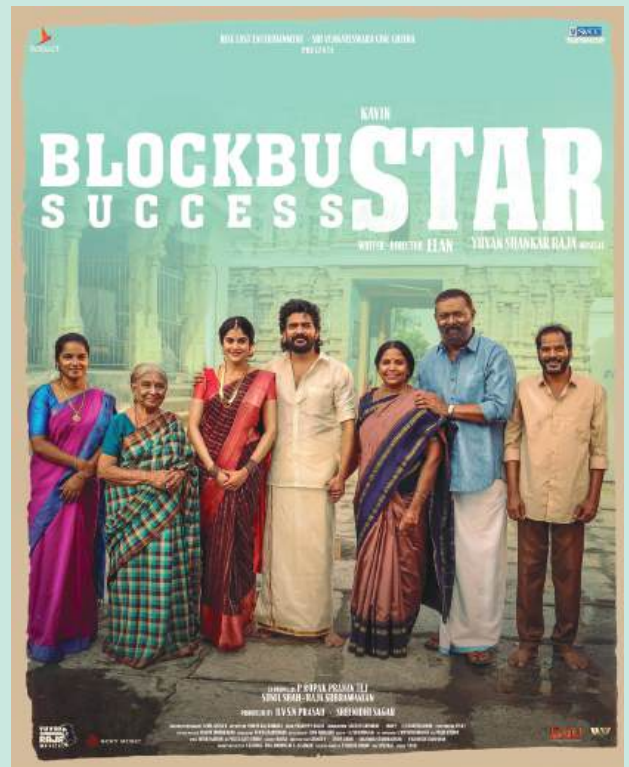
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STAR - The Importance of a Superb Trailer in today's times!

Tamil cinema's audiences have evolved over the years, as much as Tamil cinema in itself has grown on to deliver entertaining and pathbreaking films to the audience. The traditional way of marketing a film still does work, but audiences have become smart enough to understand the fact that they cannot be fooled into buying tickets for a film solely through an all-out marketing campaign involving social media.

After gaining good experience by working on the marketing campaign of Kavin's starrer STAR, I can strongly say that a solid trailer is THE most important part of any film's promotional campaign, be it a small film or a mega biggie. With the increasing number of films being belted out from Kollywood every Friday, it becomes very easy for a moviegoer to take the call on whether he will be watching the film or not, by just spending two minutes of their time on watching the trailer. Right from the beginning, STAR film's director Elan's idea to present a bang-on trailer cut to develop maximum buzz for the film was strongly registered, and the same was worked on to perfection by editor Pradeep E Ragav, who in turn came up with one of the best trailer cuts for the film. It was not just a creative effort between the director and editor, but additionally the entire team who watched the trailer together and shared their comments on it, including the placement of elements in it, the final bang and so on. The result was a viral trailer that penetrated the nook and corner of the film's target audience base.

With the trailer of the film making up for 80% of a film's marketing campaign these days, it is also important that the makers of the film place it as the final collateral from their unit, and not dilute the attention towards it through releases of songs or other material after the trailer arrives. In the case of STAR, there was hardly any visual content coming out after the trailer came out. To increase the buzz around the trailer and create a discussion around it, popular influencers on both Twitter and Instagram were asked to share their opinions on it, and speak about how personal it was to them. In addition to that, it is also a no-brainer that the trailer should carry the release date of the film along with

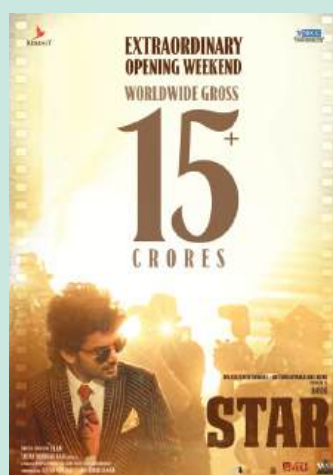


it, and releasing the trailer prior to the release date announcement is mostly a bad move.

In the case of STAR, it was important to work on the on-ground promotions of the film without hampering the attention towards the trailer, and that included a three-city tour of the team where they participated in different events such as a college gathering, fans meet with Kavin and also a mall event. On the other hand, YouTube was stuffed with serious interviews of director Elan, while Kavin had to do with all the fun-and-game type individuals, who added a lot of colour to the promotional campaign.

It is also very important to not over-promote any film, and ensure to provide the right amount of content to the audiences, while still making them ask for more. STAR will go down as one of the best examples in recent times where a solid trailer cut is influential in drawing audiences to theatres, as the film's opening weekend saw a large number of audiences flocking to the big screens. When a medium-sized film sets itself up for such a big opening, it is on the verge of entering the safe zone in the primary weekend itself. And when that is done, the producers have a lot less to worry about.

- An article by Popular Reviewer and Marketing Consultant Siddharth Srinivas





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IN & AS

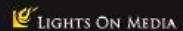
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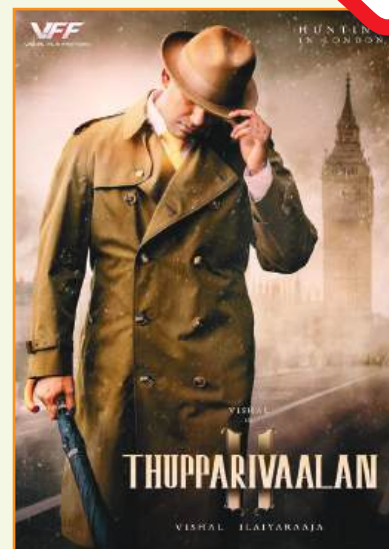
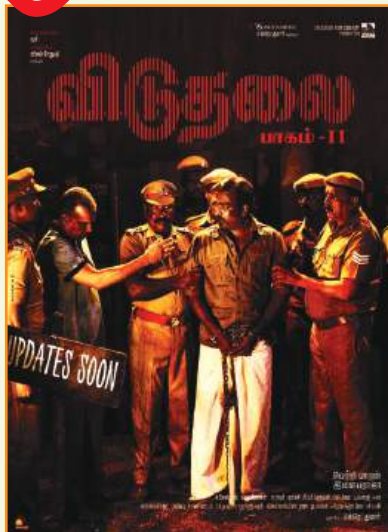


PRODUCED BY R KANNAN





SEQUELS SPELL MAGIC IN KOLLYWOOD



It is raining sequels in Kollywood. Post the blockbuster success of Aranmanai 4, we are going to witness Shankar-Kamal Haasan's Indian 2 and Indian 3 releasing soon. Among the most expected sequels, Sundar C is heading to make Kalakalappu 3, P.S. Mithran is commencing his Sardar 2, Nelson is working on Jailer 2 and Lokesh Kanagaraj is expected to commence Kaidhi 2 next year.

If Hollywood is full of sequels every year, in Hindi cinema, every hit film has sequels to the extent we are witnessing sequel no.5 and 6. In Tamil cinema it all began with MGR. After the successful *Ulagam Sutrum Vaaliban* (1973), MGR announced *Kizhakku Africavil Raju* as its sequel. The film never happened but the concept remained in filmmakers' minds. Finally, Director SP. Muthuraman and writer-producer Panchu Arunachalam, introduced this concept by bringing out *Jappanil Kalyanaraman* (1985) as a sequel to Kamal Haasan's blockbuster *Kalyanaraman* (1979). However, the first sequel in Tamil cinema failed commercially and the concept was kept in cold storage. It got revived with the film *Naan Avan Illai-2* (2009), a sequel to super hit *Naan Avan Illai* (2007). Since then, there was no looking back and Tamil cinema has witnessed so many sequels. However, only few sequels (*Kanchana-2 & 3*, *Singam-2*, *Pasanga-2*, *Chennai: 28-II*, *Aranmanai 2 and 4*, *Dhillukku Dhuddu 2*) found favour with audience.

Why Sequels?

Instant recognition and business opportunity: A sequel gives instant recognition as audience remember the old hit

film and brings in an assured business to producers from other rights too.

Logical Extension: When the lead character continues with his mission or the basic theme is retained, sequel becomes a logical extension of prequel e.g. *Singam-2 & 3*, *Kanchana 2* etc.

Super Hero films: There is potential for every super hero film to be made as sequel and hence we see many Super Hero films from Hollywood having multiple sequels. Even in Tamil such sequels are possible for Super Hero based films (e.g. *Enthiran*, *Thani Oruvan*, *Indian*, *Baasha*, *Vettaiyadu Vilaiyadu*).

What are not sequels?

Unfinished stories: A story narrated in two parts are not sequels. E.g. *Bahubali 2*, *Vishwaroopam*, *Ponniyin Selvan 2*, *Viduthalai 2* etc. They are just extension of earlier part as they have not completed their stories. However, *Rajini's 2.0* is a proper sequel as the story ended in *Enthiran* but it got extended post its big success.

Namesake Sequels: There should be strong reasons to make a sequel and not just for money. Many bring out sequels for commercial reasons like *Pizza-2,3*, *Darling-2*, *Jithan-2*, *Ko-2* etc. but they do not find favour with audience as they have no connect with prequel and are not a logical extension. Because the first film worked, filmmakers named these films as sequels but the audience did not buy their logic. One should not capitalize using the same name of a film and make an entirely different movie. Namesake

sequels will certainly fail to connect with audience (e.g. *Chandramukhi 2*, *Sandakozhi 2*, *Maari 2*, *Saamy Square* etc.)

Secrets of Sequels

A Sequel should not miss what people liked in prequel: Audience watch a sequel to see more of what they love from the prequel. Exploit the impact of prequel and use that formula to make sequel bigger. The sequel must contain at least some of the same main characters, if not all, from original. It must also justify the absence of key characters of prequel.

Sequel must offer something unique: Sequels need something unique to set them apart from other films. Uniqueness must be natural and well-integrated into the screenplay.

Sequel should follow a similar theme: A highly successful film title becomes a brand in the audience’s mind. Sequels should be thought of logically wherein the new film follows a similar theme or characterization.

Time gap is important: The time gap between prequel and its sequel should be appropriate, neither too long nor too short. Ideally, a sequel should come out with him two to three years after the prequel’s release, unless the prequel has become an iconic film like *Indian*, which remains in the mind of audience for decades.

High concept films: Apart from superhero or hero centric films, successful and high concept films with depth can continue as a sequel (e.g. *Sathuranga Vettai*, *Thiruttu Payale*, *Soodhu Kavvum*, *Jigarthanda* etc.).

Open Ended-Mission Continuing films: A sequel should be thought for films in which there is a mission to be continued or if the film has an open ending (e.g. *Enthiran*, *Vikram Vedha* etc.).

Plan for Part 3, 4 & 5: Having decided to extend a successful film to a sequel, the theme must be developed in a manner to accommodate more in the series as audience would look for it. Hence raise the stake of the protagonist further in the sequel and develop it strongly to continue in next part.

A Sequel is a good business opportunity for Producers. However, it must be taken up only when the film has scope for logical extension. If you have one such film, go for it.

Kollywood’s Upcoming Sequels

S.No.	Sequel Title	Lead Hero	Director
1	Indian 2 & 3	Kamal Haasan	Shankar
2	Jailer 2	Rajinikanth	Nelson
3	Vikram 2	Kamal Haasan	Lokesh Kanagaraj
4	Thani Oruvan 2	Jayam Ravi	Mohan Raja
5	Kaidhi 2	Karthi	Lokesh Kanagaraj
6	Sardar 2	Karthi	P.S. Mithran
7	Sarpatta Parambarai 2	Arya	Pa. Ranjith
8	Thupparivaalan 2	Vishal	Vishal
9	Demonte Colony 2	Arulnidhi	Ajay Gnanamuthu
10	Soodhu Kavvum 2	Mirchi Shiva	S.J. Arjun
11	Viduthalai – Part 2	Vijay Sethupathi	Vetri Maaran
12	Kalakalappu 3	Vemal – Mirchi Shiva	Sundar C
13	7G Rainbow Colony 2	Ravi Krishna	Selvaraghavan
14	Indru Netru Naalai 2	Yet to finalize	Bharat Mohan
15	Pizza 4	Abhi Haasan	Andrews
16	Pisaasu 2	Andrea Jeremiah	Mysskin
17	Desingu Raja 2	Vemal	Ezhil
18	DD Returns 2	Santhanam	Not yet finalized
19	Kanchana 4	Raghava Lawrence	Raghava Lawrence
20	Pichaikkaran 3	Vijay Antony	Vijay Antony





Future of Small Budget Films

During the year 2023, 192 new films (74% of total 258 films) were made in small budget (less than Rs.5 crore) and of them, only five films became successful at the box office (*DaDa*, *Conjuring Kannappan*, *Good Night*, *Parking & Joe*) and rest did not find favour with audiences at theatres though many small budget films received appreciation from media and critics.

In the current year, during January to May 2024, 89 out of the 110 new films (82%) released were made in small budget but shockingly just one film (*Manikandan's Lover*) achieved success at box office and rest of them did not recover even their digital print (Qube) and publicity expenses. Such is the challenging situation faced by small budget films of Tamil cinema now.

This does not mean that Tamil cinema is bringing out trash and hence not getting the support of audiences. In these five months, Tamil cinema had some interesting and critically acclaimed films like *Bairi*, *Ranam – Aram Thavarel*, *J Baby*, *Veppam Kulir Mazhai*, *Idi*



Minnal Kadhal, *Hot Spot*, *Double Tuckker*, *DeAr*, *Vallavan Vaguthadhada*, *Oru Nodi*, *Kurangu Pedal*, *Election* and *Saamaniyan*, which deserved to have succeeded reasonably at box office. But the success of just one film so far is alarming and has created uncertainty on the fate of small budget films.

Shift in Audience taste to Theatrical experience films: Prior to 2020, audiences have given equal importance to small, medium and big budget films and if the film is good, they patronized them in theatres. However, post the two Covid lock downs and exponential increase in the reach of OTT Platforms, which premiered many small, medium and big budget films during that period, the audiences have become discerning and selective to watch films in theatres. While they are still open to watch big budget, big actor starring films that offer **theatrical experience** in theatres, they have become averse to watch small budget, content driven films in theatres unless they received glorious reviews. Prior to 2020, small budget films, that received appreciation from media and critics used to pick up through word of mouth of audience and achieve good box office numbers. Such a scenario no longer exists as the audiences wait to watch such critically acclaimed small budget films when they stream on OTT platforms. In most audiences view, **big budget/big actor films are meant to watch in big screens (Theatres) and small budget films are meant to watch in small screens (TV or Laptop) through OTT Platforms.**



Cost of Viewing in Theatres a deterrent: While on one side, audiences are selective to watch films in theatres, the cost of viewing being the same for both big budget and small budget films is a major deterrent to a segment of audiences, who are keen to watch good films in theatres, irrespective of their budget size. While audiences have no issue to pay a premium to watch a big budget, theatrical experience film in theatres, they are averse to pay the same ticket price and spend similar amount to watch a small budget film. One of the key attractions to watch re-release films in the recent past was the low-ticket cost (Rs.100/-), which worked well. For small budget films as an industry, we need to find a solution to bring the audiences back to theatres, at least for good, critically acclaimed films, as otherwise, it will destroy the creative environment that encouraged so many new talents emerge through such films for decades.

Problem of Plenty: Despite a challenging scenario at box office, the number of small budget films being made has not come down is an issue. If 192 small budget films were made in 2023, in the first five months of 2024, 89 films were already released and at this rate, 200 films will certainly release, which is 4 films a week on an average. This problem of plenty causes huge issues to get screens, shows when these films release in theatres and along with that, OTT platforms do not show interest to acquire many of them as they are flooded with too many options of such films each week.

Monetizing small budget films: With audiences preferring to watch only big budget films in theatres, only a few small budget films are able to recover their digital print and publicity cost through theatrical release and the remaining films do not even recover that cost. Most producers expect revenues to come out of digital and OTT rights to recover their production cost. However, most satellite channels have stopped buying small budget films as post-OTT revolution in the country, the viewership for small budget films is limited for satellite channels and hence they are very choosy in buying. Even if they show interest, it is at a very low cost. Out of 258 new films released in 2023, only 55 films were bought for satellite rights and rest have not been sold is the hard reality today.

Most OTT Platforms are not keen to acquire small budget films on license fee basis as they have too many options



before them in that category and prefer to stream films in this category only on revenue sharing basis (pay per view), which is a big challenge for Producers, who were hoping to get a reasonable license fee to recover their investment. But on revenue share model, not many are sure of how many will watch their films and earn through this model, what they were hoping to get.

Limited Other Revenues: Small budget films have very limited revenue opportunity from Audio rights, Overseas rights, Hindi dubbing and other language rights as not many small budget films worked for them in the recent past and hence buyers of these rights do not show much interest to pay and acquire them unless the film created some excitement from its announcement stage or the first music/song or teaser created good buzz. Even if they show interest to acquire such films, it will be at a lower cost than what they were willing to pay a few years back as they are averse to pay a premium unlike the past for small budget films.

Keep the Cost Low in all aspects: Producers making small budget films must keep the cost bare minimum in all aspects – pre-production, production, post-production, promotion and print (qube cost). Acclaimed films like *To Let* and *Kida* were made in less than Rs.50 Lakhs budget by its Producers and Directors as a team. This cost was recovered through various festival awards and other rights itself. By all means, Producers can plan production of small budget films but they must be made in very small budget to minimize their financial risk. Making small budget films in Rs.2 to 4 crore budget has high probability of incurring loss to its Producers, under the current scenario of limited pre-release sales and revenue opportunity.

Way Forward: The above scenario does not mean end of the road for small budget films. This is the scenario only for the time being, which must be kept in mind by all Producers in this budget range. Soon few new OTT platforms and Audio companies may enter the field and look for new films and a positive market scenario may open up the opportunity for many small films. Until then, it is better to go slow or make films that are path-breaking or offer a new experience to audiences to get visibility among the crowd of new films releasing every week.

In the current market scenario, **Producing Good films is not Good enough to save the Producers.** One must make brilliant films and surely they will find a way to achieve the commercial success one is hoping for.



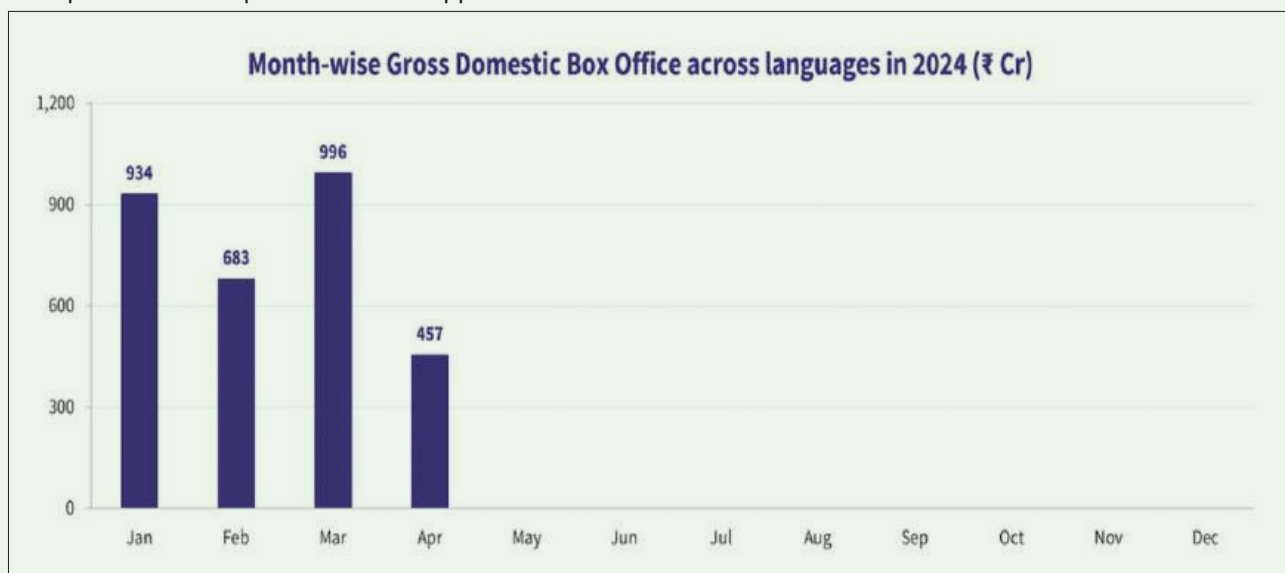
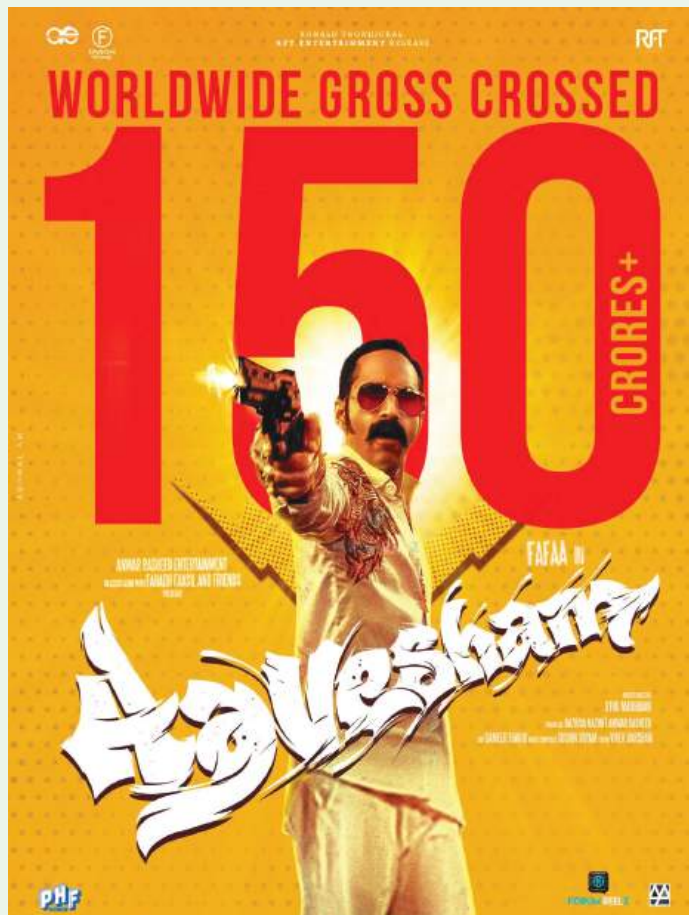
THE INDIA BOX OFFICE REPORT: APRIL 2024

April 2024 was a sub-par month at the India box office, grossing less than ₹500 Cr. However, for the first time in Indian cinema’s history, Malayalam emerged as the top-grossing language of the month. Ormax Media published the All-India Box Office report on 17th May 2024 and as per that, the following is the summary of box office till April 2024.

- * Films that released in April 2024 grossed ₹457 Cr at the domestic box office.
- * The cumulative box office for Jan-Apr releases stands at ₹3,071 Cr, which is at par with the same period in 2023.
- * *Aavesham* emerged as the top film of the month, becoming the third Malayalam film to gross over ₹100 Cr this year, after *Manjummel Boys* and *Aadujeevitham*.
- * Aided by *Aavesham* and *Varshangalkku Shesham*, this is the first time in the history of Indian cinema that Malayalam is the highest-grossing language of the month at all-India level!

Cumulative Box Office: April 2024

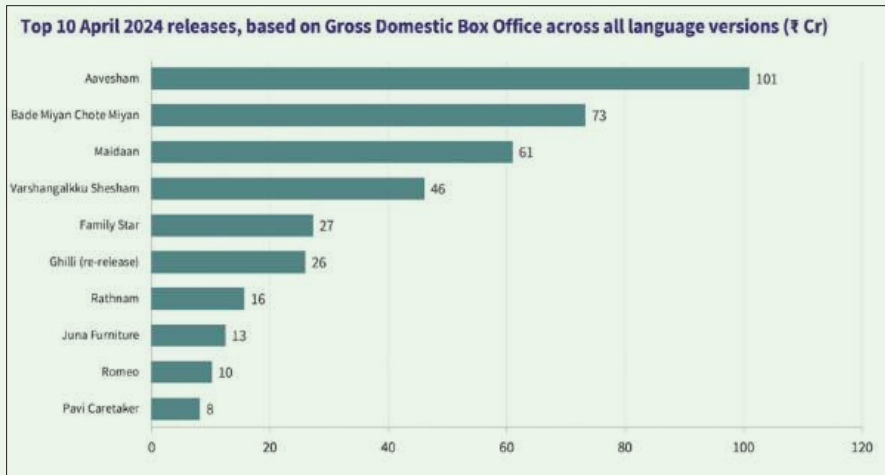
Films that released in April 2024 grossed ₹457 Cr at the domestic box office, making it the first month in over a year (i.e., since February 2023) to have gross collections less than ₹500 Cr. This is despite multiple holidays, such as Eid-al-Fitr, Ugadi, Tamil New Year, etc., falling in this month, indicating the failure of multiple movies to capitalise on these opportunities.



The cumulative box office for Jan-Apr releases stands at ₹3,071 Cr, which is at par with the same period in 2023.

Box Office Performance of Top 10 Films at All-India Level:

The chart below lists the top 10 films released in April 2024, based on their box office performance in India.

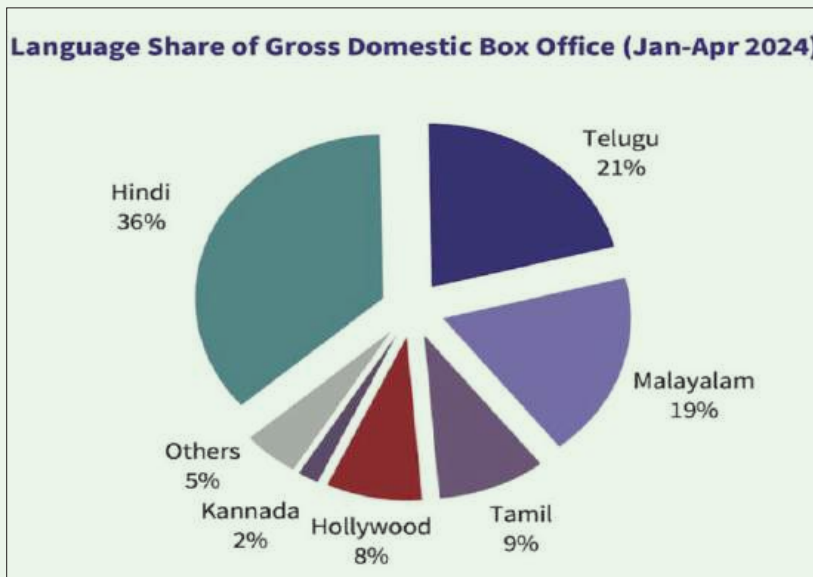


Aavesham emerges as the top grossing film of the month of April at all-India level. This is the second time this year that a Malayalam film has emerged as the top grosser of the month, a feat that was not achieved even once since the start of our monthly box office reports in July 2022.

Interestingly, the Tamil film *Ghilli*, in its re-release, features in the 6th position this month, collecting ₹26 Cr at the box office.

Aavesham becomes the third Malayalam film this year to cross the ₹100 Cr mark at the domestic box office, following *Manjummel Boys* and *Aadujeevitham*.

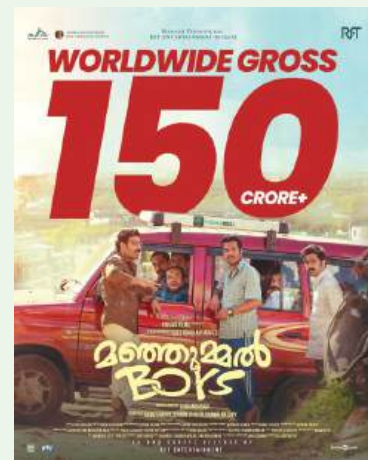
Language-wise Box Office Share:



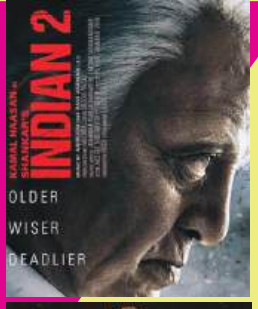
For language share calculation, language-wise box office of films releasing in multiple languages is assigned to the corresponding language. However, for Hollywood, the data for all languages is reported under the language head 'Hollywood'.

The Malayalam industry has continued its strong run this month as well, aided by *Aavesham* and *Varshangalkku Shesham*, with its share increasing to 19% compared to 16% last month. This is also the first month ever in Indian cinema where Malayalam is the highest grossing language, with 35% share of April 2024's domestic box office. This is aided by Malayalam films collecting well even outside Kerala, especially in the state of Tamil Nadu.

Source: Ormax Media Report, for the period January to April 2024.



TAMIL FILMS OF LEADING ACTORS EXPECTED IN 2024 - 25



Leading Actors (Select List in random order)	Films expected	Producer (s)
Rajinikanth	Vettaian / Coolie	Lyca Productions / Sun Pictures
Kamal Haasan	Indian 2 / Thugs Life	Lyca Productions & Red Giant Movies / Raaj Kamal Films
Vijay	The GOAT	AGS Entertainment
Ajith Kumar	Good Bad Ugly / Vida Muyarchi	Mythri Movie Makers / Lyca Productions
Suriya	Kanguva / Suriya 44	Studio Green Films / 2D Entertainment
Vikram	Thangalaan, Dhruva Natchathiram & Veera Dheera Sooran - 2	Studio Green Films, Ondraga Entertainment & HR Pictures
Dhanush	Raayan & Kubera	Sun Pictures & Sree Venkateswara Cinemas LLP-Amigos Creations Pvt Ltd
Sivakarthy	Amaran / SK 23	Raaj Kamal Films / Sri Lakshmi Movies
Karthi	Vaa Vaathiyar & Meiyazhagan	Studio Green Films & 2D Entertainment
Silambarasan TR	STR 48 / Thugs Life	Raaj Kamal Films International
Jayam Ravi	Brother, Kadhalikka Neramillai & Genie	Screen Scene Media, Red Giant Movies & Vels Film International
Vishal	Thupparivalan - 2	Vishal Film Factory
Raghava Lawrence	Benz & Hunter	Passion Studios- G Squad & Goldmines Telefilms
Arya	Mr.X	Prince Pictures
Vijay Sethupathi	Maharaja, Viduthalai Part 2, Ace & Train	Passion Studios, RS Infotainment, 7Cs Entertainment & V Creations
Vijay Antony	Mazhai Pidikkatha Manithan & Hitler	Infiniti Film Ventures & Chendur Film International
Vishnu Vishal	Mohan Das, Aaryan & Dir. Ramkumar film	Vishnu Vishal Productions & Sathya Jyothi Films
Arun Vijay	Vanangaan, Agni Siragugal & Retta Thala	V House Productions, Amma Creations & BTG Universal
Jiiva	Untitled film	Potential Studios
Santhanam	DD Returns - 2	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
Kavin	Kiss / Bloody Begger / Untitled	Romeo Pictures / Filament Pictures / Grass Root Films

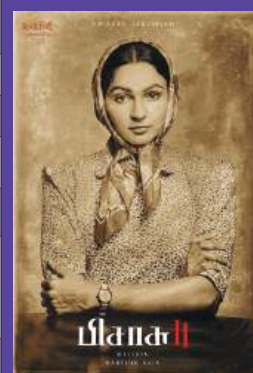
TAMIL FILMS OF LEAD ACTORS EXPECTED IN 2024 - 25

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	Yet to be announced	-
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
Hip Hop Adhi	Yet to be announced	-
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 / Maanavan	Eagle's Eye Entertainment / Fortune Studios
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	RS Infotainment / SK Productions
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 / Anjaamai	M Cinema / Mayavaram Pictures / Dream Warrior 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



Lead 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	Yet to be announced	
Nithya Menen	Raayan / Kadhalikka Neramillai	Sun Pictures / Red Giant 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	Methavi	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	-
Kayal Anandhi	Mangai	JSM Pictures
Sai Dhanshika	The Proof	Golden Studios



New Members of Tamil Film Active Producers Association (TFAPA)

JOINED DURING MAY 2024

In this segment, we are featuring the new Producer members who joined during the month to our Association to introduce to them to the entire community of TFAPA members and also the trade.

At TFAPA, we are delighted to welcome more than 5 new members every month and in May 2024, 6 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	New Producer Member	ADHIRAN MEDIA	BHAARATH
2	New Producer Member	KISS INTERNATIONAL	NAVEEN KUMAR.S
3	New Producer Member	GNANAMUTHU PATTARAI	AJAY.R. GNANAMUTHU
4	New Producer Member	PAPER KASU PRODUCTION	ABINAYA. B
5	New Producer Member	NATPAALAYAM KALAIKKODAM	MOHAMED ISMAIL. M
6	New Producer Member	CUVIYAM FILMS	HARIHARAN M

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 May 2024:

Type of Members	Number of Members as of 30.5.2024
New Producer Members	202
Associate Members	17
Primary Members	47
Corporate Members	2
Total Active Members	268

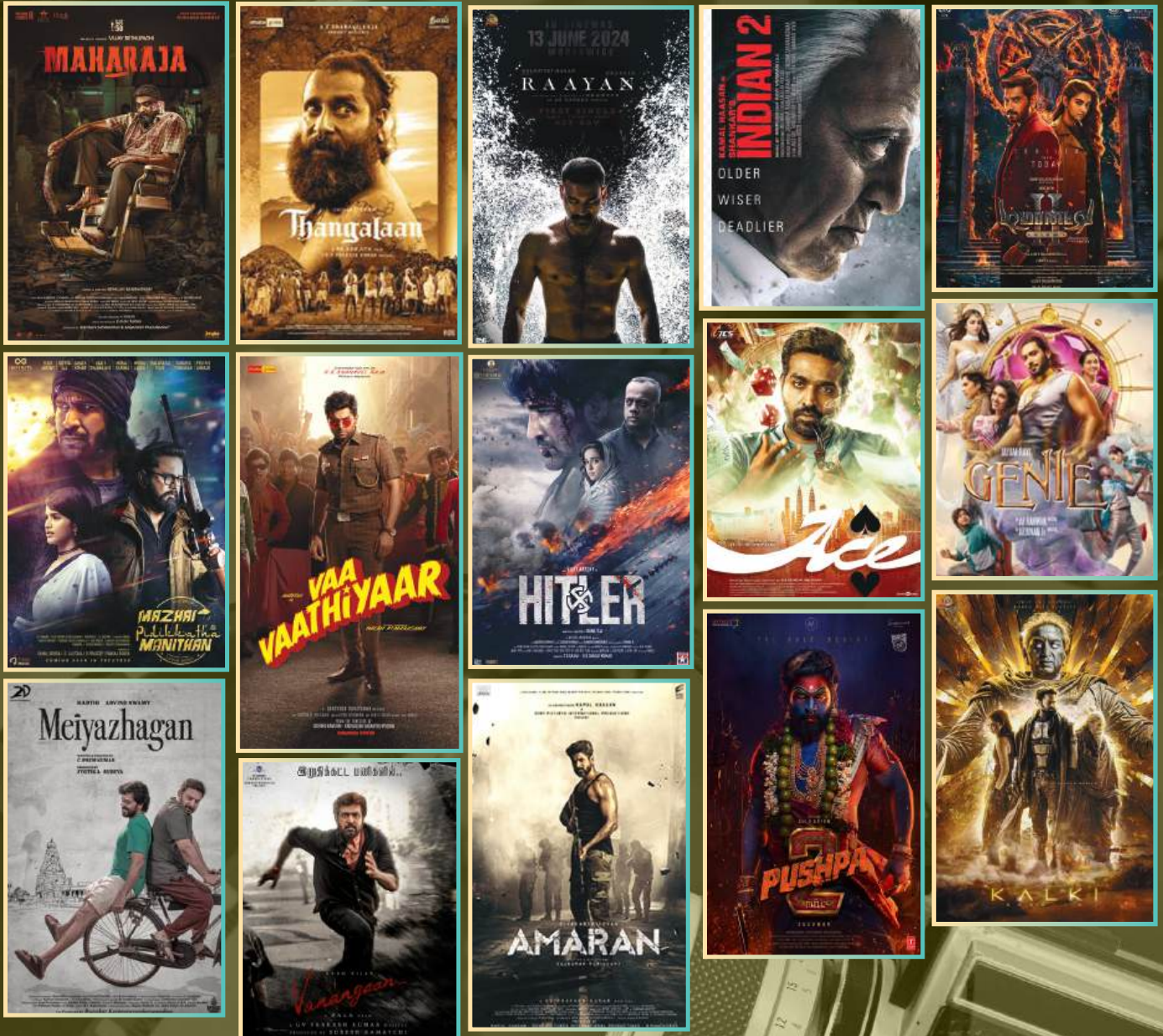


TFAPA provides following services to its members efficiently:

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. In addition, TFAPA helps the members to get the Censor certification in other three South Indian languages by coordinating with other language associations and using that issue letters.
4. Dispute resolution within 48 hours of receipt of complaints/disputes.
5. Recommendation to FEFSI for shoot commencement on the same day of receipt of request.
6. Regular information on the happenings in the industry and guidance wherever required.
7. Tariff/cost negotiation for various activities to benefit the members.
8. Tamil Cinema Trade Guide to all its members to know more about the happenings in the industry.
9. Many other services as required from time to time.

New Tamil Films Expected to release during June to August 2024

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



Owned, Printed and Published by TAMIL FILM ACTIVE PRODUCERS ASSOCIATION (TFAPA) from E2/G, Gemini Parsn Apartments, Old No.599, New No.448A, Anna Salai, Chennai – 600 006 and Printed at The Safire Industries, 3/28, Vembakottai Road, Sivakasi, Tamil Nadu – 626 123.

To Advertise in this monthly Trade Guide, please contact: Ms. **Prasanna Lakshmi** at **9566064204**.

Designer: **Govi. Senthil**

Editor & Publisher: **G. Dhananjeyan**

For INTERNAL CIRCULATION AMONG TFAPA MEMBERS AND TRADE. MAGAZINE IS UNDER REGISTRATION

2D
ENTERTAINMENT

KARTHI ARVIND SWAMY

Meiyazhagan

**WRITTEN & DIRECTED BY
C. PREM KUMAR**

**PRODUCED BY
JYOTIKA - SURIYA**



Director of Photography Mahendiran Jayaraju Music Govind Vasantha Editor R.Govindaraj Production Designer Rajeevan Art Director S. Ayyappan
Co-Director Kannan Sundaram - N.Aravindhan Chief Production Controller B. Senthil Kumar Costume Designer Subhashree Kaarthik Vijay
Publicity Designer Gopi Prasanna Lyrics Karthik Netha, Umadevi Makeup V. Murugan Audiography Suren. G Sound Design Suren. G & S. Alagia Koothan
VFX Phantom Studios DI Gene Colorist K.S. Rajasekaran Production Sound Mixer Raghav Ramesh Sails Akash Balaji PRO Johnson

Co Produced by Rajsekar Karpoorasundarapandian





TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

TAMIL CINEMA TRADE GUIDE

Issue - 4/2024

A Ready Reckoner on Tamil Cinema

June 2024

TCS
ENTERTAINMENT PVT LTD

MAKKAL SELVAN
VIJAY SETHUPATHI

WRITTEN, PRODUCED, DIRECTED BY **AARUMUGAKUMAR**

MUSIC: JUSTIN PRABHAKARAN, KARAN B. RAWAT, LINTON GOVINDARAJ, ART DIME, GLEN AK. MUTHU, LYRIC WRITER: KARTHIK NETHA,
EMCEE: JESZ, VETTI PAYAN VENKAT, STORY DIRECTOR: DINESH SUBBARAYAN, DON ASHOK, RICKY, JAMES CHUNG,
CHOREOGRAPHY: RAJU SUNDARAM, KALYAN, LEELAVATHI, COSTUME DESIGNER: SAPNA KALRA, STILLS: ANAND,
PUBLICITY DESIGNER: GOPI PRASANNA, EXECUTIVE PRODUCER: KANNAN SEETHURAM, LINE PRODUCER: YOGESH RAMACHANDRAN,
PRO: YUVARAJ, EXECUTIVE MANAGER: MK. SAYISUNDER, MARKETING & PROMOTIONS: DEC

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