



TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

# TAMIL CINEMA

## TRADE GUIDE

A Ready Reckoner on Tamil Cinema

Issue - 5/2024

July 2024



KARTHI ARVIND SWAMY

# Meiyazhagan

WRITTEN & DIRECTED BY  
C. PREM KUMAR

PRODUCED BY  
JYOTIKA - SURIYA



Director of Photography: Mahendran 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 Karthik 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: iGene Colorist: K.S. Rajasekaran Production Sound Mixer: Raghav Ramesh SDR: Akash Balaji PRO: Johnson

Co Produced by Rajasekar Karpoorasundarapandian



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EDITED BY PATTANAM RAJASEKHAR EXECUTIVE PRODUCERS SAI - SHIVA PRODUCED BY VEL. KARUPPASAMY - BALA PANDAK - YATRA SRINIVASAN  
CASTING DIRECTOR SAKTHI SANKARANARAYANAN MUSIC BY S. P. RADHAKRISHNAN - SURESH K. P. PRODUCED BY G. BALAJI EXECUTIVE PRODUCERS B. J. M. - LAKSHAN KUBAN DIRECTOR OF ARTS KABILAN  
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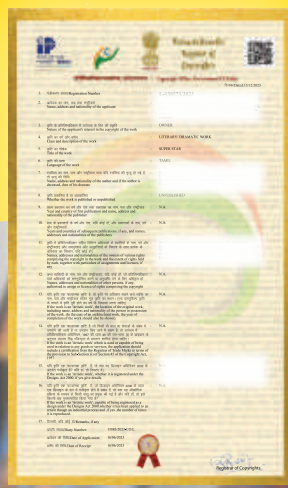
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**Times of India**  
Lalvaraja sends a copyright notice to Rajinikanth's 'Coolie'  
1 May 2024 — Music composer Lalvaraja has sent a copyright notice to 'Coolie' makers for using his music in the trailer of the film without permission.

**The Financial Express**  
Lalvaraja, music and the ever-lasting confusion over copyright  
11 Jun 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.

**Koorn**  
Lalvaraja's Copyright Dispute Rocks Lakesh Kanagaraj's ...  
2 Aug 2024 — Lalvaraja has taken swift legal action against the producers of 'Coolie' for the unauthorized use of his music in the trailer.

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Ms. SUPRIYA ☎ +91 99946 32919 ✉ supriya@fipchan.com

# Tamil Film Active Producers Association

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



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Contact: [tfapa2020@gmail.com](mailto:tfapa2020@gmail.com)

## Office-Bearers

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## Tamil Cinema Trade Guide is setting benchmarks for trade information

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

Tamil Cinema Trade Guide has been brought out every month since March 2024. Each of the four issues released on the 1<sup>st</sup> of the month has received excellent appreciation from everyone and has set a benchmark for presenting a trade guide for the benefit of everyone associated with the film industry.

The Trade Guide for each month presents various details about the industry including New Tamil Film releases until the month, important happenings, numerous 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 in the next three months, details of Lead Actors with their forthcoming film details for

Producer members to know the film commitment of each actor.

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 effort put into presenting the details and are looking forward to future issues.

Team TFAPA is continuously 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 rights for 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. We also invite you to place your advertisements in the magazine for wider reach of your film or business related to film production. You can write to us at [tfapa2020@gmail.com](mailto:tfapa2020@gmail.com) for any support required. We look forward to your valuable suggestions and contributions.

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# New Tamil Film Releases

## New Releases drops to just 14 in June 2024



Tamil cinema has seen just 14 new films during the month of June including the most expected *Maharaja* with Vijay Sethupathi. *Maharaja* as the name suggests became King of the box office during the month along with Durai Senthilkumar's *Garudan*, starring Soori, M. Sasikumar and Unni Mukundan released previous month on 31st May, which contributed significantly to the box office of the month. Except these two films, none of the other films released during the month made any mark. Detailed articles on the success of these two films are shared in later pages of this issue.

The Pan-Indian film *KALKI 2898 AD* starring Prabhas, Amitabh Bachchan, Kamal Haasan, Deepika Padukone, and others, directed by Nag Ashwin released on 27<sup>th</sup> in Tamil also. It has opened well with good appreciation for its innovative storytelling and futuristic making. Its box office impact in Tamil Nadu needs to be seen in the coming days.

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



S. No.	Date	Film Title	Production Banner	Producer Name	Theatre/OTT	Lead Actor	Satellite Right	OTT Right	Genre
1	07-Jun	Ini Oru Kadhal Seivom	Epic Theatres	Epic Theatres	Theatre	Ajay Balakrishna			Love
2	07-Jun	Weapon	Million Studio	M.S. Manzoor	Theatre	Sathyaraj - Vasanth Ravi			Action
3	07-Jun	Haraa	JM Productions Pvt Ltd	Kovai SP Mohan Raj	Theatre	Mohan			Thriller
4	07-Jun	Anjaamai	Thiruchithiram	Dr.M. Thirunavukkarasu	Theatre	Vidaarth			Family
5	07-Jun	Nisha	Suresh Pictures	G. Suresh Babu	Theatre	Kishore			Horror
6	07-Jun	Thandupalaiyam	Venkat Movies	Tiger Venkat	Theatre	Sonia Agarwal - Vanitha			Action
7	07-Jun	Kaazh	GM Films International	GM Film International	Theatre	Yugendran			Love
8	14-Jun	Maharaja	Passion Studios	S. Sudhan - Jagadish Palanisamy	Theatre	Vijay Sethupathi	Vijay TV	NetFlix	Thriller
9	14-Jun	Pithala Maathi	Sri Saravana Film Arts	G. Saravana	Theatre	Umapathi			Comedy
10	21-Jun	Sattam En Kaiyyil	Sri Siddi Vinayaka Movie Makers	D. Rajeshwara Rao	Theatre	Sai Dhanshika			Thriller
11	21-Jun	Rail	Discovery Cinemas	M. Vedyappan	Theatre	Kungaramaraj Muthusamy			Realistic
12	21-Jun	Landhar	M Cinema Production	Shri Vishnu	Theatre	Vidaarth			Thriller
13	21-Jun	Bayamaria Brammai	69MMFilm	69MM FILM	Theatre	JD - Guru Somasundaram			Thriller
14	27-Jun	Kalki 2898 AD	Vyjayanthi Movies	C. Aswini Dutt	Theatre	Prabhas - Amitabh Bachchan - Kamal Haasan		Amazon Prime	Thriller



As of 30<sup>th</sup> June, 124 new Tamil films were released (including 110 released from January to May 2024 listed in our March to May 2024 issues). 120 new films were released during the same period in 2023, which is almost a similar number of new releases.

However, the success rate in the last six months has gone down drastically, and only a select few films have become successful in this period. The fact that only one film *Maharaja* has become a box office success among June releases is a testimony to the reduced number of Hit films in Tamil Cinema in 2024. A detailed article on the first six months of Tamil cinema is included in the later pages, which may be useful to understand the happenings in the industry better.

Tamil Cinema has lined up biggies like *Indian 2*, *Raayan*, *Thangalaan*, *Meiyazhagan*, *The GOAT* in the next three months, and most are expecting that the industry will bounce back with multiple hits and get back its winning streak.



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# IMPORTANT HAPPENINGS DURING JUNE 2024

Important happenings like new film launches and any other landmark event organized during June 2024 are 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
31-May	Vikatan Awards	Released in 2023	ANANDA VIKATAN	-
5-June	Pooja Event	Production No.1	Cuviyam Films	Vidaarth

The above table reflects the reduced number of new films commencing in Tamil Cinema during June 2024. It is time to evaluate carefully before starting a new film and the awareness is setting in among Producers.

On 31<sup>st</sup> May 2024, Ananda Vikatan, a prestigious weekly magazine, conducted its Vikatan Awards for the year 2023 and recognized many talents. In this section, we share the photos of the main awards of this landmark event. We wish to congratulate all the winners of the Vikatan Awards for 2023.



● Cuiyam film launch photo



● Best Actor – Siddharth



● Best Film – Chitha



● Best Director – Karthik Subbaraj



● Lifetime Achievement Award to AVM Saravanan given by Kamal Haasan



● Best Actor – Soori



● Best Actress – Nimisha Sajayan



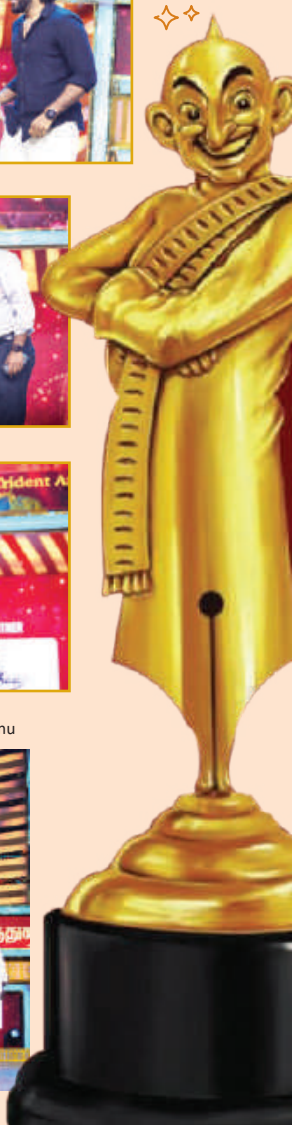
● Best Production for Ayodhi - Trident Ravi receiving from Kalaipuli S Thanu



● Best Film Team (Yaathisai) – Team Yathisai receiving



● Best Debut Directors – 10 Debut with Vijay Antony, Directors Pandiraj and Sasi







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# ORMAX CINEMATIX TAMIL REPORT FOR JUNE 2024



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 June 21, 2024

Film	Release	Weeks To Release	Buzz	Reach	Appeal	FBO (₹ Cr Gross)
Indian 2	12-Jul-24	2	75	99	67	
Rayaan	26-Jul-24	5	33	68	25	
The Greatest Of All Time	05-Sep-24	11	40	83	73	
Vettaiyan	10-Oct-24	16	14	63	36	
Thangalaan	TBA	TBA	35	84	51	
Kanguva	TBA	TBA	27	85	48	
Amaran	TBA	TBA	5	53	26	

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## 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.

For any inquiries about the Ormax Cinematix report First-Day Box Office Forecast for specific upcoming films, or any film business potential requirements, please contact:

**Visakh Roji** - +91 7994977277 | visakh.roji@ormaxworld.com | www.ormaxmedia.com

### 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.

### 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 creativestrength of the campaign.

### FBO\*

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

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B.VINOD JAIN  
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COMING  
SOON

# MAYA PUTHAGAM

WRITTEN AND DIRECTED BY  
RAMA JAYAPRAKASH

CHARITREKANTH  
ARUMUGAM

MUSIC  
UKI-AYAPPAN

CAST  
MIVEKA & RAMA JAYAPRAKASH

CHARITREKANTH  
SURESHSIDH

CAST  
JOCKY JOHNSON

EDITED  
RAJU

PRODUCTION DESIGNER  
SEELVA

CAST  
JOHN BRITTO & MUNIKRISHNA

CASTING DIRECTOR  
KRISHITI

CAST  
PRIYAN

EXECUTIVE PRODUCERS  
RAVUKUMAR, 24AM

CASTING DIRECTOR  
SELVAI R. RAMALINGAM

CAST  
NIKIL MURUKAN

CAST  
RAJA

PRODUCED BY  
B VINOD JAIN



# New Members of Tamil Film Active Producers Association (TFAPA)

## JOINED IN JUNE 2024

**TFAPA** as an Association has been growing from strength to strength over the months. In this section, we feature the new Producer members who joined during the month to our Association, to introduce them to the entire community of TFAPA members and also to the film trade.

At TFAPA, we are delighted to welcome 7 new members, who joined us in June 2024, whose details are presented below. We wish all the new members a big success in their film production journey and assure the support of our Association to each one of them.

S.No.	MEMBERSHIP TYPE	COMPANY NAME	PRODUCER'S NAME
1	Associate Producer Member	AARUDHRA ARTS STUDIOS	VASANTH S SAI
2	Primary Producer Member	EMPERUMAN PRODUCTINOS	J.T. SATHISH KUMAR
3	New Producer Member	ANNA PRODUCTION	V. SUGANTHI
4	New Producer Member	TRINITY PRODUCTIONS	PRADEEPAN PARTHIBAN
5	New Producer Member	JERRY'S JOURNEY INTERNATIONAL PRODUCTION HOUSE	JERRY ALWYN
6	New Producer Member	MANGATHA MOVIES PVT. LTD	L. RAVI KUMAR
7	New Producer Member	THIRUCHITHRAM	Dr.M. THIRUNAVUKARASU

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

### Summary of TFAPA Members as of June 2024:

Type of Members	Number of Members as of 30.6.2024
New Producer Members	206
Associate Members	19
Primary Members	48
Corporate Members	2
Total Active Members	275



TFAPA provides several services to its members efficiently and a few of them are listed below:

1. Title registration if no objection is received within 72 hours of receipt of application.
2. Publicity clearance for Censor purposes within 48 hours of receipt of application.
3. In addition, TFAPA helps the members to get the Censor certification in the other three South Indian languages by coordinating with other language associations and using that issue letter.
4. Dispute resolution within 48 hours of receipt of complaints/disputes from members relating to trade, FEFSI, or any Technician or Actor.
5. Recommendation to FEFSI for shoot commencement on the same day of receipt of the 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. Regular meetings to brief the members on the changes happening in the industry.
10. Many other services as required from time to time.

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AADHI

# SABDHAM

AN ARIVAZHAGAN FILM

A THAMAN S MUSICAL

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COSTUME DESIGNER SONIKA GROVER / PRADHEEPA | COSTUME DESIGNER PR GANESH | MAKEUP S NIRMALAKAM | HAIR RANGA | HAIR DESIGNER D WARENSHA | HAIR DESIGNER SATHISH KUMAR | MAKEUP DESIGNER PRADHEEPA | HAIR DESIGNER PRADHEEPA | HAIR DESIGNER NITHIN | COSTUME DESIGNER R BALAKUMAR

CO-PRODUCED BY S. BANUPRIYA SIVA

PRODUCED BY 7G SIVA

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# GARUDAN:

## A STRONG CONTENT EARNS ITS BIG SUCCESS

Soori, M. Sasikumar and Unni Mukundan starrer *Garudan* ends the long-pending thirst for a solid rural entertainer in Tamil cinema! Right when rural films in Tamil cinema were almost being written off from the face of the industry, in came Durai Senthilkumar's *Garudan* which picked up big time right from when it was released. The film featured an attractive cast in the form of Soori, M. Sasikumar, Unni Mukundan, Sshivada and others, and was packaged well with Yuvan Shankar Raja's music being another highlight.

Ever since the new-gen directors surfaced in Tamil cinema, there has been a major reduction in the number of rural entertainers. But the industry in itself has been a proper redeemer from the genre, which has seen so many successes in the past even though the big heroes do not pick this space. Films like *Subramaniapuram*, *Naadodigal*, *Sundarapandian* and *Kutti Puli* can be quoted as winners in this genre, with M. Sasikumar being the common denominator in all of them.

However, not every entry into this genre is successful, and the rarity is majorly because directors have focused on commercial elements, flashy songs and fight sequences, and the inevitable caste politics angles in their rural films. What differentiates *Garudan* from the rest is the fact that the film does not adhere to the aforementioned points, and is busy creating solid drama between its characters. Writer-Director Durai Senthilkumar might have chosen the tried-and-tested chapter-wise narrative in his first half, but his film never steered away from its ulterior motive and kept the proceedings flowing smoothly with a strong emotional core and some cerebral touches in the screenplay.



The result was a film that was engaging from start to finish, albeit being a little predictable towards the end which is mostly a given in such a film. *Garudan's* TN rights were bagged at a steep price of Rs.16 crores which was doubted by some of the trade pundits, but the film ended up grossing more than Rs.40 crores at the TN box office and went on to register itself as one of the few films to gross more than Rs.50 crores worldwide.

*Garudan* also largely benefited from Soori's presence, as the comedian-turned-actor came to the show with a terrific performance in the film, showing that he is not limited to a singular type of role now. *Garudan's* final numbers at the box office may overtake the actor's previous outing *Viduthalai*, and the expectations for his upcoming films such as *Kottukaali* and *Viduthalai 2* are peaking even higher.

*Garudan's* success at the box office should give more confidence to filmmakers and producers to go ahead and deliver rural entertainers to the audience, for this is a type of film that will grow very quickly if the writing and the execution match the pulse of today's audiences. The future is shining bright for this genre in Tamil cinema.

- An article by Popular Reviewer and Marketing Consultant Siddharth Srinivas



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## MAHARAJA:

# THE KING OF BOX OFFICE IN JUNE 2024

If *Garudan* released on 31<sup>st</sup> May helped June to kickstart the month well, it was Vijay Sethupathi's *Maharaja*, which set the box office on fire with one of the best opening weekend collections in his career (over Rs.50 crores) with huge appreciation from across the Southern states and overseas markets.

*Maharaja*, written and directed by Nithilan Saminathan was in the making for five years as it got stuck for two years during the Covid lockdown and the difficulty in getting the dates of Vijay Sethupathi, who was busy in films of different languages. Despite the delay, Nithilan brought out a contemporary, masterpiece kind emotional thriller, which received encomiums from many filmmakers, critics and audiences across. Though a revenge story of a father taking on the villain and his team for molesting his daughter, the non-linear screenplay with many twists and turns and an unexpected climax made it a very engaging and interesting watch and hence received widespread appreciation. Combined with Vijay Sethupathi's refined performance, which stands out as one of his best, being his 50<sup>th</sup> film, the film had good support coming from other actors Anurag Kashyap, Abhirami, Natty, Singam Puli and Arul Doss.

The Producer Passion Studios sold the digital rights to NetFlix months back but it took them some time to sell the satellite rights to Vijay TV. Even after that, as they were keen to sell the Tamil Nadu theatrical rights on a Minimum Guarantee (MG) basis, it took time for them to close a deal. After several screenings to distributors the deal for Tamil Nadu was closed and the release date was quickly fixed as 14<sup>th</sup> June when Dhanush's *Raayan* moved away from that release date. With 17<sup>th</sup> June being a National Holiday (Bakrid), a four-day weekend has certainly helped this most talked about film to register excellent box office numbers in both India and overseas.

*Maharaja* in its two-week run has crossed over Rs.81 crore world-wide, which is one of the highest box office collections in Vijay Sethupathi's career. The film is poised to reach Rs.100 crore milestone if it maintains this momentum in the coming weeks. The film is performing well not just in Tamil Nadu but received great response in Kerala, Karnataka, Andhra/Telangana and Overseas markets.

The success of *Maharaja* gives confidence to filmmakers and producers that if the content is brilliant, one need not worry about the box office collections as the audience is lapping up such films in large numbers across the globe. Though promotions play a key role in bringing in curiosity and opening collections at the box office, finally it is the content/script that is making the difference. A dark but emotional thriller like *Maharaja* getting



a massive response at the box office is a clear indication that the market is ready for such films as long as it has the right star cast and a film that should not be missed in theatres.

Vijay Sethupathi, who felt emotional about the success of the film said in the success meet - "I thought *Maharaja* will do just average or above average at the box office, as my previous films as a hero did not do well. But I am happy to see the massive success. Someone came and told me recently that banners with my picture are of no use since people won't come to see me in theatres. But this success has changed a lot of things," he said. *Maharaja* has given confidence to Vijay Sethupathi to focus on doing only lead roles henceforth instead of accepting antagonist or character roles, like in the recent past in other languages. His long wait for success as a solo Hero ended with *Maharaja* and we can certainly hope that he will continue to deliver such content-driven films, that suit his age and experience and remain a top saleable hero in Tamil cinema.

Team TFAPA wishes Vijay Sethupathi, Passion Studios, Nithilan Saminathan and the entire team for bringing out a solid film in Tamil cinema, that is setting new benchmarks for what a strong content is to be for Indian cinema, that can also work wonders at the box office.







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# TAMIL CINEMA:

## An Analysis of Jan – June 2024 and the Way Forward

The first six months of 2024 turned out to be a dull period for Tamil Cinema, which was affected mostly by Parliament election-related break that took place between March to June 1st week. For almost three months the industry was in a pause mode as the election fever set in and most big-budget films moved their release date to post-election results.

Despite being a dull period during the first six months, Tamil cinema witnessed 124 new releases (including *Kalki 2898 AD*, dubbed from Telugu & *Merry Christmas*, a bilingual with Hindi), which is almost the same as Jan-June 2023, in which 120 films were released. However, the hit ratio has come down drastically in Jan-June 2024 compared to 2023. Though real box office numbers and revenues earned from non-theatrical rights will be known only to Producers, Tamil film industry can boast of fewer successes so far in 2024.

The budget category-wise analysis of the releases from Jan-June 2024 is presented below.

A SUMMARY ON THE FILMS RELEASED IN VARIOUS BUDGET RANGE				
Category	Approximate Budget	# Films	% of Films	Selected list of films in the Budget category
A++	> 50 crore	6	5%	Kalki 2898 AD, Captain Miller, Ayalaan, Merry Christmas, Lal Salaam and Rathnam
A+	> 25 < 50 crore	3	2%	Siren, Aranmanai 4 and Maharaja
A	> 15 < 25 crore	4	3%	Mission Chapter 1, Garudan, Singapore Saloon and Joshuva
B+	> 8 < 15 crore	7	6%	Vadakkapatti Ramasamy, Romeo, Kalvan, STAR, Inga Naan Thaan Kingu, PT Sir and Pon Ondru Kanden
B	> 5 < 8 crore	4	3%	Blue Star, Rebel, Hit List & Weapon
C	> 3 < 5 crore	29	23%	Lover, Vithaikkaran, J Baby, DeAr, Kaduvetti, Ranam, Hot Spot, Rasavathi, Election, Saamaniyan, Anjaamai, Landher etc.
D	< 3 crore	71	57%	Bairi, Oru Nodi, Veppam Kulir Mazhai, Idi Minnal Kadhal, Kurangu Pedal etc.
<b>Total: Jan - June 2024</b>		<b>124</b>		

As in the past, small budget films (C and D Category) dominate the total with 80% of the films coming in that category (100 films out of 124) and the rest are medium and big budget films.

The films that were declared as Box Office successes by the trade during this period were: *Aranmanai 4*, *Garudan*, *Maharaja*, *STAR*, *PT Sir*, *Romeo*, *Blue Star* and *Lover*. It is too early to comment on *Kalki 2898 AD*, the Pan-Indian release. Tamil cinema in the first half of 2024 has not seen Hits like *Thunivu*, *Varisu*, *Viduthalai 1*, *Ponniyin Selvan 2*, *Por Thozhil*, *Pichaikkaran 2*, *Good Night*, *DaDa*, which helped the first six months of 2023 to register huge box office revenues and created a positive atmosphere.

With just 7 or 8 films out of 124 films released in 2024 termed as commercial Hits, the ratio of successful films has come down drastically to 5% in 2024, which used to be around 10 to 12% in the previous years. The industry cannot survive with just a 5% success ratio and the time has come for some drastic changes.

Another main reason for the need for immediate changes required in the industry is the uncertainty in the business of non-theatrical rights (audio, satellite, Digital/OTT, Hindi and other language dubbing rights). Post Covid lockdown in 2021, there was a great demand



for content and hence the value of non-theatrical rights has skyrocketed. However, this increase in the value could not be retained by the Producers as they all went to leading actors and directors, who have increased their remuneration by 100 to 200% compared to what they were getting until 2020-21. Actors who were receiving Rs.10 to 15 crore per film are seeking Rs.30 to 45 crore (three times increase), quoting the increase in the value of non-theatrical rights prevailing for their films. As long as their films were picked up by satellite channels, OTT platforms and Hindi dubbing right buyers, the Producers did not face any challenge. However, towards the end of 2023 and in the last six months, there has been a steep drop in the demand for non-theatrical rights of films and in addition, the value of buying has come down by 30 to 40% compared to earlier prices. Producers, who have already signed up lead actors and directors at high fees are currently in a difficult situation as their revenues are down by 30 to 40%, while they have committed salaries based on earlier revenues forecasted.

In addition, the theatre-going audiences have become very choosy and are willing to come to theatres only to watch a 'theatre experience films' (like *Kalki 2898 AD*) and the rest wishes to watch films, when it streams on OTT. This became a double whammy for Producers, who are now facing uncertainty of revenues from both theatrical and non-theatrical rights. With the number of films produced being high at 250 a year (an average of 5 films a week), there is a great amount of supply of films to satellite channels, OTT Platforms and Hindi dubbing right buyers, to choose what they wish to acquire and ignore the rest. While these changes do not affect the business of top 10 actor's films,

which are picked up at lucrative prices by the OTT platforms and satellite channels as in the past, rest of the films have got impacted by this uncertain business scenario. Hence, there is an urgent need to recalibrate the industry before it gets into deeper crisis for Producers.

As a part of the recalibration process, the entire film industry (members of the Tamil Film Producer Council and Tamil Film Active Producers Association) has met during June 2024 and discussed on how to go about bringing in some drastic changes in the industry. TFAPA members also met on 21<sup>st</sup> June and discussed on the way forward. Some key decisions are being taken and will be announced soon as an industry, in consultation with other Associations involved.

A few press articles have appeared on the deliberations among Producers but nothing is finalized as on date of the issue going to print is what we can mention here.



**PRODUCER**

**Are Tamil film producers planning to go on strike?**

**Rising star salaries, stalling OTT and satellite rights business...**

**What led to the decision?**

A source close to the producers council tells us that OTT and satellite rights not being brought, have led the producers to consider taking this route. "Time isn't selling. There is no revenue. Today, there's no buyer for satellite or digital. The rights are only bought after the film releases and turn out to be a success," shares the source.

"I am looking into the economics carefully. If the source could, "The uncertainty of the business is posing the question of how we can commit to such a high salary when there is no business guarantee. We are looking to cut down not just the actors' salaries but the entire cost of production to what it was in the pre-2020 era."

**FOR A CHANGE TO HAPPEN, ALL SOUTH FILM INDUSTRIES SHOULD JOINTLY GO ON STRIKE!**

**We are looking to cut down not just the actors' salaries but the entire cost of production to what it was in pre-2020 era**

— A source close to producers council

Chennai Times - 26/06/2024

**New films on hold as Producers' Council calls for revamp**

**PULLING THE PURSE STRINGS**

► **Conveyance, fuel and artists' assistants** to be discussed

► **Remuneration on floors?** May be not

► **Directors under the radar** as well

► **Shoots to begin and end on agreed time within budget**

For long, sky-high salaries paid to actors have been a body-dashed point during executive committee meetings. But that will not be the case this time. "Actors have their own price tag based on the collection of their previous films, and producers also approach them for their market value. It would be unfair to ask them to reduce salaries. However, each flow model in paying their remuneration will be discussed," said the source. What will be discussed in detail is the extra expenses towards actors. "All producers have agreed to the terms and conditions. Until things are streamlined, no new movies will be filmed or even announced. We have content until next year for the theatres," said the source. He stressed that it was not a protest strike by producers. This is purely restructuring, he said, clarifying that developments on ongoing films can be announced as usual. It is not just the stars, but directors, too, will be under the radar at this crucial meet, said sources. "They need to finish the film on time and within the fixed budget. Punctuality, too, has become an issue. Shoots have to start on time and finish within the given time and schedule," an off-beat-beat added.

DT Next - 25/06/2024

We will update the developments, decisions taken and how it is helping the industry in our next issue. We at TFAPA sincerely hope that leading actors and filmmakers understand the reality of the current situation and extend their cooperation to the plans of Tamil film industry to help it to recover quickly from its crisis.

# THE INDIA BOX OFFICE REPORT: MAY 2024



May 2024 was a moderate month at the India box office, with gross collections of ₹708 Cr. Malayalam films managed to surpass the collections of Hindi films for the second consecutive month.

Ormax Media published the All-India Box Office report for May 2024 and its summary is presented here:

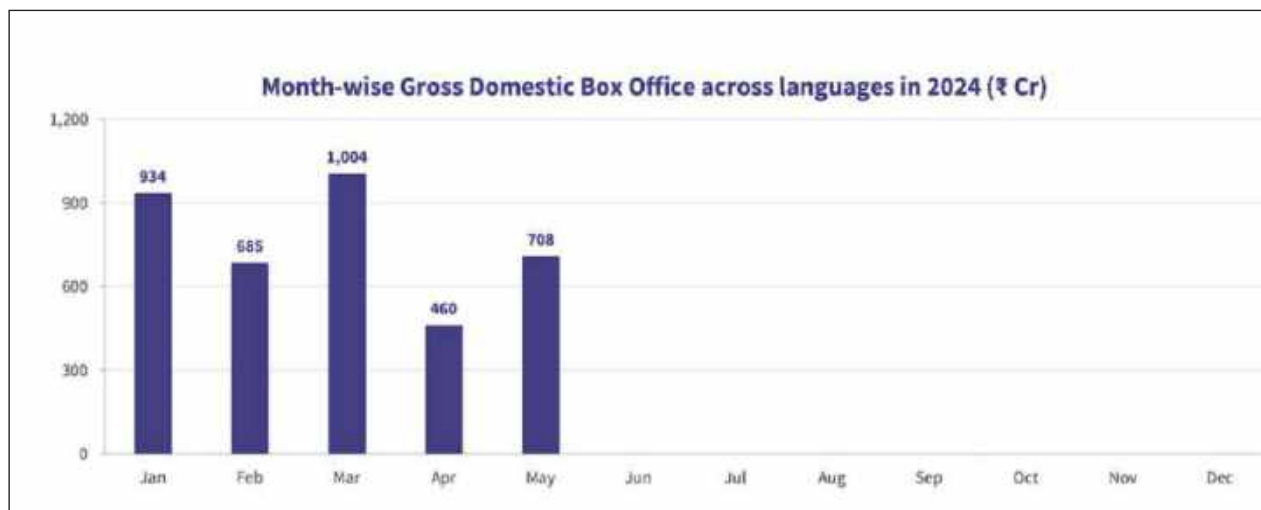
### Summary of the report:

- \* Films that were released in May 2024 grossed ₹708 Cr at the domestic box office.
- \* The cumulative box office for Jan-May releases stands at ₹3,791 Cr, which is almost at par with the same period in 2023.
- \* *Aranmanai 4* emerged as the top film of the month, becoming the first Tamil film since *Leo* (Oct 2023) to be the highest-grossing film in a particular month at the domestic box office.
- \* May is the lowest-grossing month for Hindi cinema in 2024, resulting in a reduction of the language’s contribution to the domestic box office from 36% (Jan-Apr) to 33% (Jan-May).

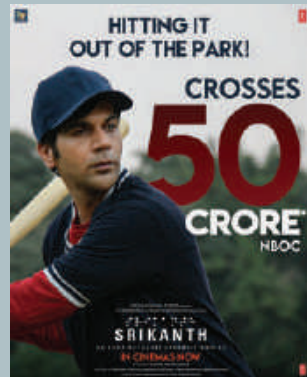


### Cumulative Box Office: May 2024

Films that were released in May 2024 grossed moderate collections of ₹708 Cr, at the domestic box office. May was the highest-grossing month of 2024 for multiple languages like Tamil, Marathi, Punjabi and Gujarati. In contrast, May 2024 turned out to be the month with the lowest collections for Hindi films in 2024.

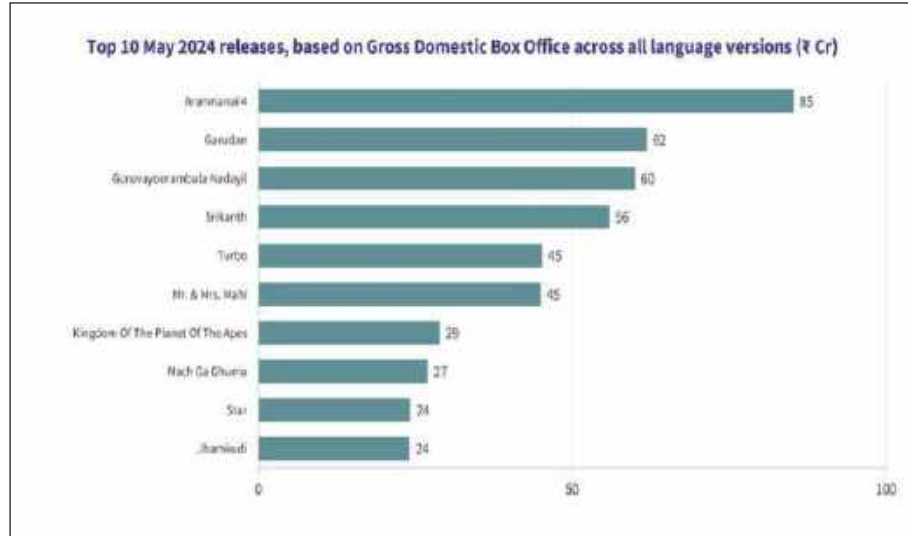


The cumulative box office for Jan-May releases stands at ₹3,791 Cr, which is almost at par with the same period in 2023.



### Top 10 Films at All-India Level:

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

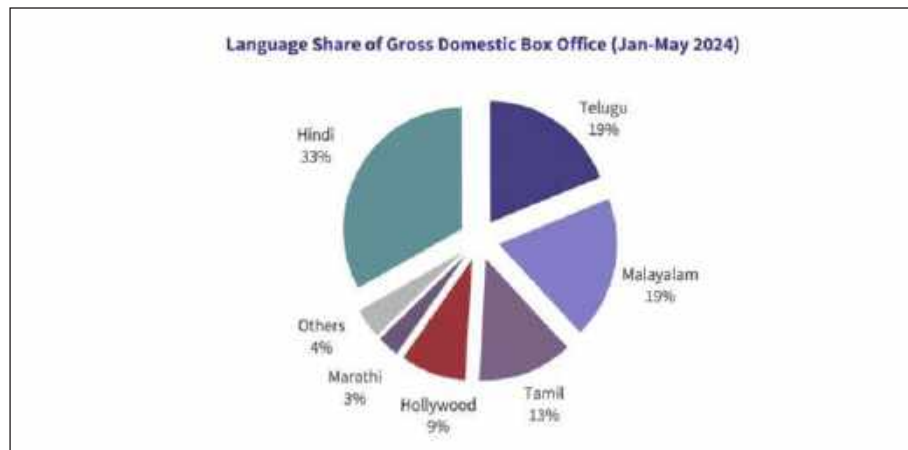


*Aranmanai 4* emerges as the top-grossing film of the month. This is the first time since the release of *Leo* in October 2023 that a Tamil film has become the top-grossing film of the month at the domestic box office.

None of the May 2024 releases, across languages, managed to make significant collections to enter into the top 10 list of the year.

### Language-wise Box Office Share:

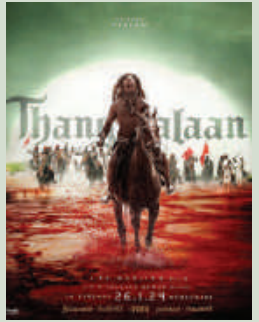
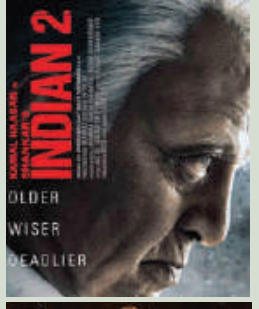
For language share calculation, language-wise box office of films released in multiple languages is assigned to the corresponding language. However, for Hollywood, the data for all languages is reported under the language head 'Hollywood'.



Tamil films have increased their share in May 2024 compared to the previous month, aided by the collections of films like *Aranmanai 4*, *Garuda* and *Star*. The Malayalam film industry continues its strong run at the box office, maintaining its share of 19%, due to the steady collections of films like *Guruvayoorambala Nadayil* and *Turbo*. Hindi language's contribution has decreased from 36% to 33%, as a result of the weak performing month of May.

Source: Ormax Media Report for the period January to May 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	Viduthalai Part 2, Ace & Train	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 & Moon Walk	Abhishek Films, Joy Film Box Entertainment, Transindia Media & Behindwoods
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 Infortainment / 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	Indira	JSM Pictures & Emperor Entertainment
Vemal	Desingu Raja 2 / Pogumidam Vegudhooram Illai / Sir	Infinity Creations / Shark 9 Pictures / SSS Pictures
Vetri	Iravu	M.S. Murugaraj
Vidaarth	Kaagangal	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

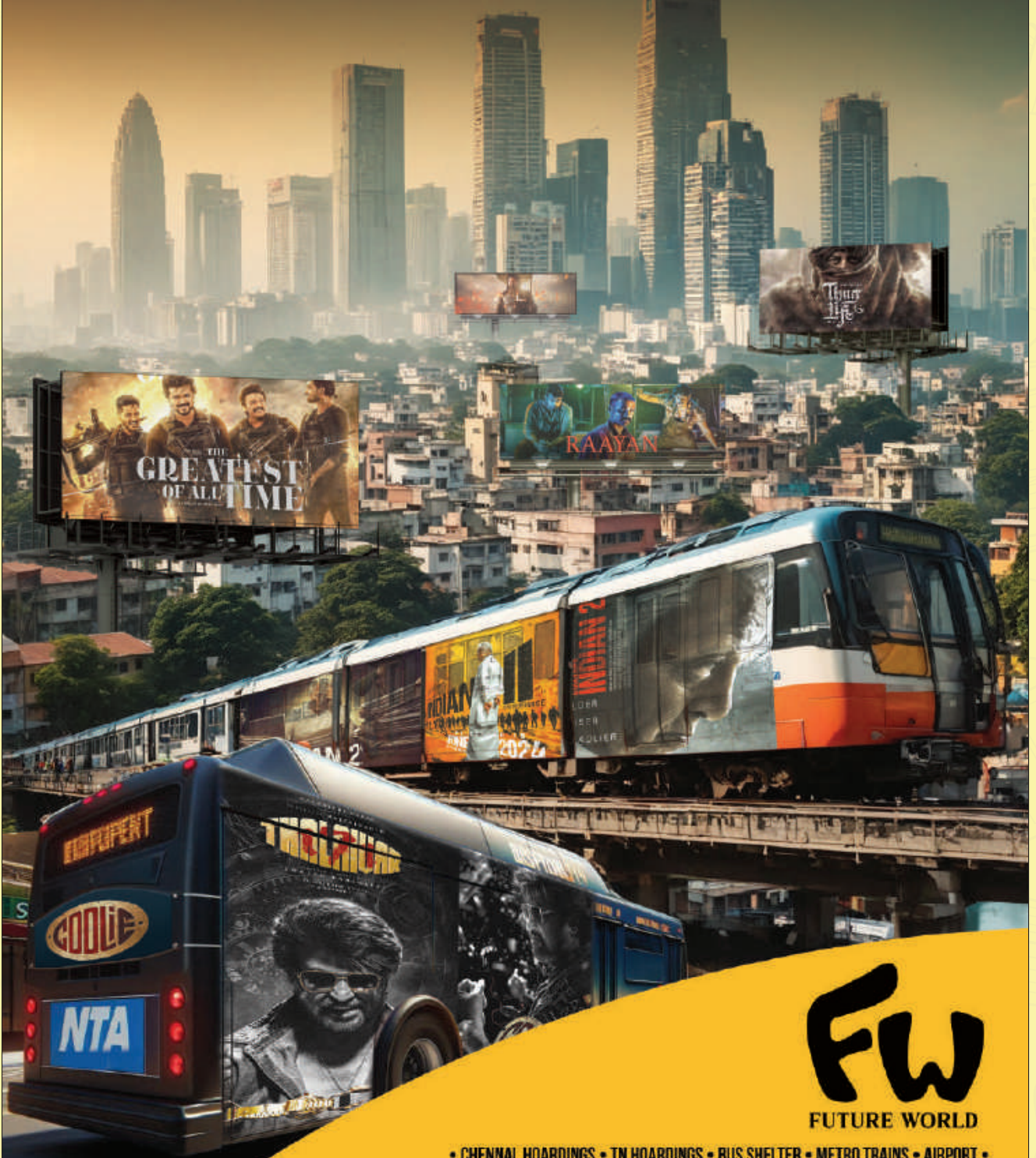


Lead Actress (Select List in random order)	Films expected	Producer (s)
Nayanthara	The Test / Mannangatti	Y Not Studios / Prince Pictures
Trisha	Vida Muyarchi / Thugs Life	Lyca Productions / RaajKamal Films
Keerthi Suresh	Raghu Thatha / Revolver Reeta / Kanni Vedi	Hombale Films / Passion Studios / Dream 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
Krithi Shetty	Vaa Vaathiyar / 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	-
Kaya Anandhi	Mangai	JSM Pictures
Sai Dhanshika	The Proof	Golden Studios





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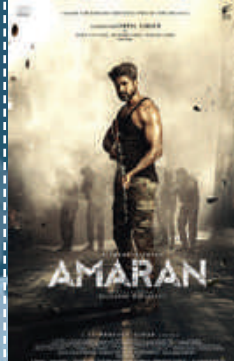
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CONTACT **BIGPRINT KARTHIKEYAN: 98849 000 10**

# New Tamil Films Expected to release during July to September 2024

The following is the selected list of films that are expected to be released during the period of July to September 2024. This is only a tentative list and will be updated every month based on releases and announcements.



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



SR PRODUCTIONS

# MADRASKAARAN

PRODUCED BY B. JAGADISH

WRITER & DIRECTED BY VAALI MOHAN DAS

CAST: SAM CS, PROSAPPA S KUMAR, D. VASANTHAKUMAR, ANANDHI MANI, DINESH SUBRAMAN, ELAN, SAM CS, SANTOSH  
MUSIC BY: KASTHURI IRANI, EDITOR: V. MADHU M. S. T. N., COSTUME DESIGNER: DARLA NANI, VINDHYA PR., PRODUCTION DESIGNER: SANMADHU MUTHUKUMAR, EXECUTIVE PRODUCERS: CHOCKALINGAM, PRODUCED BY: DINESH KUMAR, DIRECTOR OF PHOTOGRAPHY: KARTHICK SEKHAR  
EXECUTIVE PRODUCERS: MANIKANDAN SENTHILKUMAR, S.S. MARISON, CHIRUGALAN, NITHIN, SUDHARSA, ALI KILAN, YASIN, SAI YARESHA, PRODUCED BY: V.M. MANIKANDAN, PRAVEEN J. MARK, JAI VINAYAKH, PRIYA S. KUMAR, MARIAN  
CASTING DIRECTOR: SUBRAMANI, MANIKANDAN, SANTOSH, COSTUME DESIGNER: VISHNU SHARAVATHY, S. KAMAL, R. SHARAN, KP. PRADEEP, EXECUTIVE PRODUCERS: VIGNESH SELVAM, SATHISH (AIM)

AIM DEC

#2024





TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

# TAMIL CINEMA TRADE GUIDE

Issue - 5/2024

A Ready Reckoner on Tamil Cinema

July 2024




ULAGANAYAGAN  
 KAMAL HAASAN  
 IN  
 SHANKAR'S  
**INDIAN 2**  
**ZERO TOLERANCE**

MUSIC ANIRUDH DIRECTOR OF PHOTOGRAPHY RAVI VARMAN ISC

PRODUCTION DESIGNER T.MUTHURAJ COSTUME DESIGNER SREEKAR PRASAD EXECUTIVE PRODUCERS PA.VIJAY - THAMARAI - KABILAN VAIRAMUTHU - THERUKURAL ARIVU - ROKESH  
 DIALOGUE WRITERS JAYAMOHAN - KA BILAN VAIRAMUTHU - LAKSHMISARAVANA KUMAR DIRECTOR ANBARIVU - RAMAZAN BULUT - ANL ARASU - PETER HEIN - STUNT SILVA - THIYAGARAJAN  
 EXECUTIVE PRODUCERS BOSCO - CAESER - BABA BASKAR EXECUTIVE PRODUCER V SRINIVAS MOHAN SCRIPT WRITER KUNAL RAJAN MIXER LEGACY EFFECTS - VANCE HARTWELL - PATTANAM RASHEED - A R ABDUL RAZAK  
 COSTUME DESIGNER ROCKY - GAVIN MIGUEL - AMIRIHA RAM - SB SATHIHEESAN - PALLAVI SINGH - V.SAI EXECUTIVE PRODUCER KABILAN CHELLIAH EXECUTIVE PRODUCER SATHISH (AIM)  
 EXECUTIVE PRODUCER SUNDAR RAJ  
 G.K.M. TAMIL KUMARAN - M.SHENBAGAMOORTHY  
 PRODUCED BY SUBASKARAN

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