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THE ECONOMIC TIMES

Four ISB Students Take the

Float film production house named Friday Night Productions which is set to release their first movie

SREEKALA G
HYDERABAD

Four students of the Indian School of Business have chosen the less trodden path to entrepreneurship, floating a film production house named Friday Night Productions.

The first product from their stable, *Buddha in a traffic jam*, will be completed before the 'foursome' toss their convocation cap.

"Shooting will be completed on March 26 and post-production work will be over by May-end. Our aim is to release the movie by this year-end," says Ravi Agnihotri. He adds that the journey of an entrepreneur is the same irrespective of the field he has chosen.

"Movie-making is a creative field. But we are producing the movie and once we select a creative team, in-

cluding the director, script-writer and actors, it will become a product which has to be marketed properly to ensure profitability," he says.

That's where an MBA comes in handy as the course gives them methods to control cost, strategies of marketing, logistics management and HR.

"Wherever money is involved and profitability become crucial, an MBA can play a major role. And

The movie, which is a political thriller and directed by Vivek Agnihotri, will star Anupam Kher

business.

"We are able to wrap up the production work including shooting in a month's time. Besides, it is a mid size budget multiplex movie and it is entirely shot on ISB campus," says Agnihotri. By current estimates by industry watchers, medium-budget movies can cost anywhere between

Rs 20 million to Rs 80 million depending on the star cast. Bollywood movie *Dhobi Ghat* for instance had a budget of Rs 50 million and it earned Rs 93 million in the first two days. The box office collections are more than double its cost with movie producers earning 40% of the net profit.

The ISB students have managed to rope in Phoenix Multidimensions Group to co-produce the movie.

"The partnership is only for the first movie and Phoenix does not have any stake in Friday Night Productions," says Agnihotri.

Agnihotri, who is the major stakeholder in the venture always wanted to be in the business of movies and others also shared the same passion. They came together during the ISB orientation programme.

"Every year we have students taking up entrepreneurship in a variety of sectors. I am delighted that our students are building on the tradition with this exciting venture of producing movies. I am sure that, given their training and orientation, can certainly add value to the film industry, as the industry progresses towards professionalisation," said Dishan Kamdar, Senior Associate Dean (Academic Programmes), ISB.

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RAVI AGNIHOTRI
Student, ISB


The movie, which is a political thriller and directed by Vivek Agnihotri, will have Anupam Kher, Mahi Gill, Pallavi Joshi and Arunodaya Singh playing major roles. ISB students have voluntarily come out to act in the movie so that the producers could bring down supporting cast.

"It was a learning experience. We could make use of many of our class-

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Road to Filmdom



would go solo on their next product. In fact, they have already started vetting scripts for their next venture.

“We also wanted use this as a platform to help others who have innovative ideas or scripts which can be made into an entertainment movie,” says Mohunta.

“We have also decided to use Twitter and Facebook to promote the movie,” says Pritika Idnani, who is in-charge of public relations of the movie, says.

“Corporatisation of movies is catching up and eventually the film industry will be dominated by it. People are busy standardising their products and mapping the success to improve topline and bottomline. Increasingly, this field is also being taken over by management graduates. As long as they can find a right balance between creativity and business, it is fine. But once business interest takes over creativity it will start affecting profitability,” says D Suresh Babu, a leading producer of Bollywood and Tollywod movies.

room lessons in co-ordination and logistics control. It also gave as an insight into a director’s role and his point of view about movies and the business of entertainment,” says Saurav Atri, an ISB student who was part of the casting programme. He is playing a cameo role in the movie.

If the first product is successful, then Friday Night Productions