



# INDIA EUROPE

**PRIMEXCHANGE**  
Professional training for film producers



PRIMEXCHANGE  
PRIMERESearch  
PRIMEPACKAGING  
PRIMEGAMES  
PRIME4KIDS



Primehouse focuses on project development and packaging of classic and interactive formats. We provide script consulting and project evaluation, as well as financial and marketing support. Primehouse represents the connection between film, television and Games/interactive media.

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## PRIMEXCHANGE INDIA - EUROPE

PROFESSIONAL WORKSHOP FOR  
INDIAN AND EUROPEAN  
FILMPRODUCERS

implemented and organised by  
PRIMEHOUSE GmbH



in cooperation with  
National Film Development Corporation, India



supported by  
European Commission



POLISH FILM INSTITUTE



Based in Mumbai, Gupta is managing director of India's National Film Development Corporation (NFDC), which has a mandate to develop and promote the diverse cinemas of India. Since joining the NFDC in 2006, Gupta has taken the government agency back into the financing and production of Indian-language films, as well as the development of international co-productions. Recent NFDC-produced films include Laxmikant Shetgaonkar's *The Man Beyond The Bridge*, a Konkani-language drama which won awards at both the Toronto International Film Festival and Indian Film Festival of Los Angeles.



Nina Lath Gupta

In 2007, Gupta created the Film Bazaar at the International Film Festival of India in Goa, a workshop-market with projects coming from all the regions of India and via all possible production means. Film Bazaar also features a script workshop run in collaboration with Amsterdam-based Binger FilmLab and the Primexchange packaging workshop in collaboration with Berlin-based Primehouse. In 2009, under her watch, NFDC launched an ambitious film restoration programme of films produced by the NFDC in tandem with similar projects on a global scale. The programme, which inaugurated with Satyajit Ray's filmography, has the aim of restoring and digitalising around a hundred Indian film classics produced by NFDC, sixty of which are already undergoing restoration. The current initiatives of NFDC include a plan for creation of a circuit of arthouse cinemas.



Film Bazaar India is organized by the National Film Development Corporation of India with the support of our partners. National Film Development Corporation of India is the central agency established to encourage the good cinema movement in the country. The primary goal of the NFDC is to plan, promote and organize an integrated and efficient development of the

Indian film industry and foster excellence in cinema. Over the years NFDC has provided a wide range of services essential to the growth of Indian cinema. The NFDC (and its predecessor the Film Finance Corporation) has so far funded / produced over 300 films. These films, in various Indian languages, have been widely acclaimed and have won many national and international awards.



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## PRIMEXCHANGE

### Workshop in the framework of MEDIA International

In the context of the increasing importance of the international dimension of audiovisual policy, the European Unions "Preparatory action MEDIA International" aims to explore ways of reinforcing cooperation between EU and non-European professionals from the audiovisual industry on a basis of mutual benefit. MEDIA International is planned to operate for up to three years with a view to paving the way for a broader EU support programme for global cooperation in the audiovisual industry sector, MEDIA Mundus, which will run from 2011-2013.

The objective is to strengthen the cultural and commercial relations between Europe's film industry professionals and their counterpart in third countries. Global cooperation of the audiovisual industry is expected to offer the consumer a larger choice by bringing more culturally diverse products to European and international markets and to create new business opportunities. To achieve this, the European Commission supports projects with the following focus:

- Strengthening the skills of European and third country professionals, improving the level of information and knowledge of audiovisual markets and facilitating networking and the emergence of long-term working relationships
- Facilitating the search for partners for co-productions and encouraging international sales and promotion of audiovisual works.
- Improving circulation and exposure of audiovisual works worldwide and increasing public demand for culturally diverse audiovisual content.



## Editorial

PRIMEXCHANGE is the first independent initiative worldwide which provides a forum to Indian and European producers and experts in script development, marketing, sales and distribution. The Program offers multi-perspective evaluations of chances and risks which producers have to consider while realizing and marketing certain projects from both continents.

We are very grateful and want to thank Nina Gupta and her team for cooperation and support. And not at least we want to thank the European Commission for financial support to create and realise this workshop during the Film Bazaar in Goa.

The unique transnational approach of the program creates a major advantage for independent film producers and film representatives to successfully further develop their projects. Our aim is to support producers in their project development at a very early stage already. Especially when it comes to packaging, where the architecture of a project evolves, we see an enormous importance for producers to determine the distribution potential of their projects.

PRIMEXCHANGE supports producers with evaluations of their film projects and advices on how the project could or should be financed, co-produced and released in India and /or in Europe. That will be done by experts from both territories i.e. India and Europe and from the multi-perspective view of script analysis, market research, financing, distribution and world sales.

We are practicing this special evaluation and this method of training since 2006 in the framework of our coaching program PRIMEPACKAGING. Experience has proven that the possibility for producers to use market-relevant results to enhance the development of their projects, pays off greatly once a project is carried out and distributed afterwards.

Even if the film industries of both continents are still working in a different way, I believe the magic of cinema is based fundamentally on the same principles all over the world. Personal exchange, based on concrete project and business opportunities, are the indispensable basis for fostering collaboration and co-productions. In this respect we are very proud to have the supreme privilege of playing our part in this promising development process and helping to build new bridges between India and Europe.

Frank Stehling  
CEO Primehouse GmbH



Frank Stehling



**All that I love**, Director: Jacek Borcuch, Poland, 2009



# POLISH FILM INSTITUTE

Polish Film Institute is celebrating 5 years of its activity. We're proud to support more projects than ever. Polish Film Institute co-operates with many international European institutions including European Film Promotion, European Film Academy, EFAD. Each year PFI is responsible for the Oscar campaign of the Poland's Official Film Entry as well as international promotion and marketing of the Polish films. The Institute is creative and efficient institution, managed in a modern way.

Polish film industry benefits greatly from the support of Polish Film Institute. Just in 2009, 43 feature films were produced, including 10 co-productions with Sweden, USA, Germany and Slovakia.

With the annual budget of 40 million Euro Polish Film Institute is an important partner for producers all over the Europe. Now we hope to explore a new

market in India. Bollywood films are well known and appreciated in Poland. The issue that needs to be raised during PrimeExchange Europe – India is: what could we offer each other in terms of business? We're looking forward to the results of that interesting discussion. I'm happy to hear there're many projects submitted for the workshop this year that are discovering the relations of Poland and India. I'm sure that Frank Stehling initiative will open the doors to further cooperation.



Agnieszka Odorowicz

Polish Film Institute is proud to host for the first time PRIMEXCHANGE in the prestigious location, the heart of Warsaw, in Kultura cinema, situated at the Royal Track.

I would like to warmly welcome the experts and participants of the meeting. I wish to address my special thanks to Ms. Nina Lath Gupta Managing Director of National Film Development Corporation for her long time support and engagement in the project.

With my best regards

Agnieszka Odorowicz, Polish Film Institute, General Director

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*working title*

# Animal's people

England

in development

*Genre:* Drama

Set in India this is the magical tale of Animal, a teenager, who has been forced to live his life on all fours because a twist in his spine stops him from standing upright.

He attributes this to the poisons he was exposed to after an explosion in a nearby factory killed thousands. Impoverished, Animal leads a precarious existence until he joins a group of people who befriend him, Nisha and her boyfriend Zafar, who are fighting for justice. Although inspired by Bhopal, it is, in a sense, Animal's right of passage. Recounting his tale using a tape recorder to a journalist. One of the endless stream of media people who visit the slums hungry for stories. If Animal could only stand up straight he would have a chance with Nisha. Matters are suddenly complicated by the arrival of Elli, a divorced American doctor who sets up a free clinic. This immediately arouses the suspicions of Zafar who persuades the local people to boycott the new clinic out of suspicion that the new doctor might be an agent acting for the chemical company. Riots erupt.

When Elli and Animal become friends she suggests that she could help him with surgery in America. Loyalties are now torn, between the movement and his chance to stand up straight.

The film manages to weave a mirthful and magical tale, even through tragedy, the drama of the struggle for justice, and Animal's fight with his own demons. It is an exciting, funny and spellbinding story from the heart of India.

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*producer*

Michael Anderson is a film director and producer with extensive experience over a wide range of media platforms gathered from working freelance in film and video over the last twenty five years as a DOP and Director. His productions include, corporates, documentaries, commercials, web broadcasts and interactive DVDs. As well as and script and feature development. Starting off his career on feature films such as "Superman" and "American Werewolf" he worked for Ridley Scott Associates as DOP for many years as well as directing, producing and writing documentaries. Michael spent a great deal of time working with the Indian producer Bobby Pushkarna helping to develop films such as 'Page Three' and 'The Journey'. Currently Michael Anderson is directing and writing "HENRY5", a feature film, for Azure Film Finance and SW FILMS. He is developing "ANIMAL'S PEOPLE", the Booker prize runner up, as a feature film set in India.



Michael Anderson

*working title*

# Between Worlds

India

in development

*Duration:* 100 min.*Format:* 35mm*Budget:* 2 million Euros*Genre:* Political Love Story

An Indian lawyer falls in love with a beautiful, eccentric lady (Johanna) in Berlin and a 24 hour, love filled, rendezvous changes their lives forever. But the young man, Rajkumar, is haunted by his past. He cannot see her ever again. But destiny likes gambling. Rajkumar represents farmers in India, who fight against one of the biggest corporate trusts worldwide, Rondo. They sell genetically modified seeds. To his surprise Johanna is Rondo's lawyer.

In Mumbai, both fight against each other in the High court. Rajkumar demands compensation for the farmers and their families, accusing Rondo of false promises concerning yields and the use of pesticides. He claims Rondos' monopoly and their unaffordable prices caused the suicide of 200,000 peasants. But Johanna's tactful maneuvering and her expertise in International Law won't give Rajkumar any edge over his rightful case. Despite the raging war in the courtroom, they can't let go their mutual attraction.

In order to win, Rajkumar manipulates her love, while Johanna discovers what Rondo has done to the people. She is torn by her guilt and love and Rondo's secret services step in to settle scores and make her accountable. The LOVE-HATE saga takes a turn towards a thrilling fight, which oscillates between Johanna's dilemma and Rondo's fight to save face in one of the biggest democracies of the world. Will Johanna change side, will Rajkumar win back his love and will people get justice, forms the rest of the tight plot.

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*author*

Katharina Suckale started in film distribution in Paris 22 years ago. Moving to Canada she got to know the American film business and started to work on the film set. During 18 years she learned film production, working as 1. Assistant director in feature films and TV. She directed short films and documentaries and did camera and acting work. Further she got into writing from prose to fiction in all genres and formats in French, English and German. Discovering her love for Indian movies in 2001, she produced a music documentary about the clash of cultures in the group of the Tabla player of Ravi Shankar. In January 2010 together with Abhijeet Singh Baghel and Arfi Lamba she founded the production company Bombay-Berlin with the aim to produce Indian films and media content for the world market.



Katharina Suckale

*producer*

Arfi Lamba, originally an engineer in Petro-Chemical Industry, changed into acting and worked in Mumbai Theatre and films. He created a flutter on the international scene with his cameo in Oscar winner „Slumdog Millionaire“ and became an upcoming face in Indian and European film. Because Arfi has also impeccable skills of building up finances and handling operations, he opened Bombay-Berlin Filmproduction together with Abhijeet Singh Baghel and Katharina Suckale. He has a keen eye for scripts and a know-how of the business of international cinema with an accurate judgment on what works in a particular market. He has often worked as a consultant to various friends on their projects, where his role has been to make projects viable for international and commercial success



Arfi Lamba

*working title*

# Black Christ

India

in development

*Duration : 90 mins**Format : 35 mm**Budget : \$2.5 million**Genre : Drama*

An aspiring artist Aroni, finds himself elated when his girlfriend Rai offers him a chance to break into the tribal terrain. He seizes the opportunity to get away from the city, and use the holiday for introspection. They discover Victor, the rugged pastor, toiling faithfully in tending his faithless flock, trying to stem the erosion of values in a fragmented society that he oversees. Aroni finds Victor as a soul with whom he can share a common interest in aesthetics, but soon discovers the pastor's astounding world of faith and belief.

In the unlikely meeting & interaction of people from two different worlds, between two different schools of thoughts and beliefs, unfolds a soul-stirring search of identities and motives, through many journeys of convictions and conflicts. And lives are changed forever. Added to the hatred that he has borne all his life, Victor will be singled out as a soft target. He will have to face America Mahato, who believes people like Victor should be killed for stealing religion from men. The small unusual church of Victor, his faith and his beloved father stand as the only answer to humanity defying the very core of the doctrine of existence.

Like every saga of humanity, faith and belief, this tale of a father, a son, a mentor and a disciple, an artist and his girlfriend, of love amidst hatred, conflict and conciliation carries the human appeal. To make a wish and see it come true. So choose your wishes.

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Dhrubo is presently working with Reliance Big Animation (I) Pvt Ltd. a part of Reliance Big Entertainment as Director Creative Initiatives to create a synergy in forms for their ongoing and forthcoming projects. He spearheads the Green Lighting Evaluation process for the company and is also the key initiator for new project developments. He has been an integral part of the success story of international award winning projects "Little Krishna" and "Big Bees Jr". Both the projects got released in 2009-10. Presently he is supervising the upcoming feature film "Hey Krishna" and television series "Shaktimaan" for both domestic and international release.

Having started his career in marketing with TATA International, his creative urges made him venture into media. He has worked in advertising film making as a freelancer with various productions for a while. There after he joined the popular medium of television with Zee Telefilms in Programming of ZEE Alfa Bangla and was instrumental in launching some of the most successful programmes during his tenure. But his directorial urges brought him to 8 MM Productions directing AD Films and Corporate Films for some of the best brands in the country and later with Film Farm as a Creative Director for their non-fiction television pipeline. Adhering to his first love – Feature Films, he has Conceptualized Written and been the Associate Director for "Story of the Red Hills" (Lal Paharar Katha), a highly critically acclaimed Bengali feature film which has been selected in some of the most prestigious Film Festivals around the world. The film has also won the prestigious "Best Director" Award in Oceans International Film Festival, 09 and is awaiting release.



Sudip Banerjee

*working title*

# Constanze

Sweden

in development

*Genre:* Drama/Comedy

CONSTANZE, a retired piano teacher, has never stepped out of her small town in England. Then one desperate morning, she 'out sources' herself to KERALA in India. She needs a quick and cheap hip replacement. Or else she will be sent to an old age home and her mortgage ridden children will sell off her precious house. But destiny has other plans for Constance. A medical condition warrants that she stay back. How long? "Some time" in 'India-speak' (this could mean anything).

Reluctantly, Constance puts up as a paying guest in a costal village house. Initially, her prejudices get the better of her in this alien culture. But when she bonds with THE GURU, an old martial arts teacher, she begins to enjoy the much needed warmth in her life. She becomes a part of a large family and finds a soul mate in the Guru. She becomes the 'white granny' for the children. Her music lessons and progressive ideas are like a breath of fresh air in the matriarchal house run by an iron fisted old Indian woman. The plot further complicates when Constance, the Guru and the aging matriarch form an unusual love triangle.

Finally Constance returns to England a freer, healthier and happier woman. This experience helps her make some wise, fearless decisions and return to where her heart is. That little sun kissed 'Private Island' where she and the Guru can have a few great laughs and toast to life with cups of fresh palm toddy.

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Charudutt Acharya, 40, has trained at the Film and TV Institute of India (FTII) and has a MA in Screenwriting from the Royal Holloway University of London. He was awarded the Charles Wallace India Trust fellowship by the British Council; India He has made short fiction films and written for over twenty prime time drama shows in Indian television which have fetched him industry awards. He has also co-written two produced Hindi films. Three of his feature scripts have been optioned by international production houses and are in advanced stages of packaging. Charudutt is represented by BFLA, London. He is an Indian national and a permanent resident of the United States. He works out of Mumbai and Fairfax, VA.



Charudutt Acharya

*producer*

Producer Helena Danielsson, established Hepp Film in 2003 after a fifteen years long career in the Scandinavian and European film industry where she, amongst other things, worked for the producer/distributor Sonet Film. Hepp Film's core activity is to develop and produce feature films, TV-dramas and documentaries in collaboration with award winning European talent as well as reaching out to talent worldwide. The feature film A Rational solution (written by Jens Jonsson and directed by Jörgen Bergmark), winner of Arte France Cinema Award/CineMart 2007 had it's festival career starting in competition in Settimana della Critica, Venice 2009 and is sold by The Match Factory interntionally. Latest Hepp Film title produced by Helena, is this year's winner of Settimana della Critica/Venice Film Festival 2010 with Beyond - the feature directorial debute for Palme d'Or winning actress Pernilla August, starring Noomi Rapace, famous now worldwide for her role as "Lisbeth Salander" in the Millenium Trilogy based on Stieg Larsson's novels. Helena was also involved with awardwinning Belgian visual artist and filmmaker Nicolas Provost film Stardust – no 2 in the trilogy series that started with Sundance Award winning film "Plot Point". Stardust was selected in official competition in Venice /Orrizonte 2010 –in the film Hollywood stars Jon Voight, Jack Nicholson and late Dennis Hopper.



Helena Danielsson

*working title*

# Deluge

Finland

in development

*Genre:* Eco Thriller

In 2021 the panic over climate change has dissipated, but a small group of scientists believe there is still cause for alarm. However, their former leader, deep-sea researcher Sergei Sevelnikov has lost his interest in safeguarding the future after losing his family.



Amrita Desai, an Indian historian, hires Sergei to help her get a closer look at the ruins of a sunken city off the coast of Mumbai. She believes that the ancient ruins could be the lost 'Atlantis'. Sergei derides Amrita's beliefs, but becomes intrigued when he sees the ruins for himself. He wants to find out why the city submerged so suddenly that the entire population drowned with it.

Meanwhile, Sergei's former colleagues Susan and Kari follow the melting process of the continental ice sheet in Greenland and discover that a huge melt water lake has disappeared inside the ice sheet. When Sergei and Amrita find out that the ruins were submerged because of a giant tsunami wave, they realise it's about to happen again - and this time mankind is to blame. The melting glacier in Greenland is a ticking time bomb that can surge into the sea and trigger a wave that could wipe out the cities along the coasts and change the course of civilisation forever.

They all have to work together in an attempt to stop the deluge from happening. Sergei realises that maybe there is hope in the future and maybe the fate of humankind can be altered. If there is enough time...

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Aku Louhimies is at the forefront of a new generation of Finnish filmmakers. Aku was first known for the popular nineties TV-series such as Star Factory (Channel Four Finland), The Academy of Hearts (MTV3), The Hopes of the Fatherland (TV4) and Home Street (TV1), as well as his work on television commercials. He also directed a 50-minute TV-movie about the author Pentti Saarikoski called Timeout and several short features.



Aku Louhimies

His debut feature film Restless was a major box office hit, as was his second feature Lovers and Leavers. His Solar Films-produced multiple-award winning TV-series Fragments made him the critic's favourite and he was chosen „The Director of the Year“ in 2004 by the Association of Finnish Film Directors.

Aku's fast-growing reputation is further confirmed by subsequent award winning films Frozen Land (Pah maa), Frozen City (Vakoinen kaupunki) and Tears of April (Kasky).

*producer*

Before the wall went down Pauli directed two feature films „Waiting for Darkness“ and „Macbeth“, produced a feature length documentary „From Russia with Rock“ - and worked as 1st Assistant Director for Aki Kaurismäki, Jim Jarmusch and Joseph Willismaier. In addition, Pauli has produced more than 400 TVCommercials and written several articles about film, travel and literature. In 1995-98 he worked as a production consultant in AVEK, Helsinki.



Paul Pentti

First Floor Productions was set up in April 2008 and produced a short film „Enemies Within“ (2009). A 90 minutes documentary „The Spy“ was released in January 2010.

First Floor Productions has four feature films in pre-production: Petri Karra's „Fleeing Dreams“, Lauri Törhönen's „The Best Man“, Peter Lindholm's „The White Reindeer“ and „Deluge: Sands of Sarasvati“ by Aku Louhimies.

*working title*

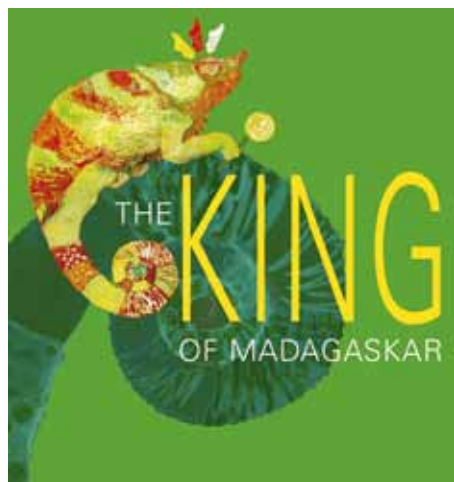
# King of Madagascar

Poland

in development

*Genre:* History Drama

At the Kamchatka exile camp in Siberia, Maurice urges his companions to escape. Maurice resides with his wife Ann in Versailles as a guest of King Louis XV. The Minister asks Maurice to undertake an expedition to Madagascar to strengthen France's presence over the island. He sets off with Ann and his former companions in exile. Having reached the Isle of France, Maurice meets Governor, who is sceptical about the expedition and abuses slaves. The young Rasoa escapes to the ship heading for Madagascar. Once on the island, they prepare to settle but are hit by tropical fever.



Aware that Maurice does not share her feelings for him, Rasoa runs away from the camp, to the satisfaction of his jealous wife Ann. In Versailles, disparities between the letters from Maurice, which are very positive, and the correspondence from the Governor highly critical of Maurice and his achievements, alert the Minister, who sends an emissary to assess the situation. On the King's orders, Maurice finally come back to Versailles. Maurice withdraws from public life. Four years later we meet up with him again with Ann and their family, which by now has grown; he is writing his memoirs.. In London, his friend Hiacynth announces that he will help find backers in the United States for the next expedition to Madagascar. The ship leaves Baltimore, without Ann or the children on board. Upon their arrival, Maurice reclaims control of the island, meets up with his former companions again and declares a new, independent monarchy. The tribal chiefs name him King and he weds Rasoa. The Governor travels to Madagascar with soldiers, and Maurice dies during the attack. Maurice is buried in great pomp at a traditional ceremony, attended by Rasoa, the assembled Malagasy tribes and Maurice's loyal companions.

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*producer*

Arkadiusz Wojnarowski - Wrocław based film and television producer with more than 12 years of experience in film and television industry. Worked for eight years (1982-1990) as a child in many features and television films in Poland and Germany ("If we will find one another"; "The Children from the Valley of Mills"; "Clemens and Clementynka"; "Jane"; "The Animals"; "Before Will Brake The Silver Line "Fall"; "Alchemicus".) Arkadiusz graduated from the European University of Frankfurt (0), Germany and University of Poznań, Poland in 1997 with a Lawyer degree – Master of German and Polish Law.

In 2004 he graduated and got the European Certificate in Audiovisual Financing and Commercialization (ECAFIC) course organized in Paris by the French National Audiovisual Institute and Paris 1 Sorbonne University.

In 2006 he graduated The Polish National Film School in Lodz with diploma "The Legal and Financial Aspects of European Film Coproduction" (postgraduate studies) He became a film producer.

He worked for some years (2003-2005) as a freelance journalist for polish national television and wrote and produced some documentaries and shorts. Between 2003 and 2010 he attended various professional trainings in film production and scriptwriting and many international film festivals, film and coproduction markets.

In 2001 he founded a Ferdinand Magellan Foundation. The institution has successfully entered into many business relations with the major players in Poland and Europe.

Film Foundation is having now in pre-production, development, production and post-production more than 5 films among them the first Romanian-Polish film coproduction "Crulic – The Path To Beyond" (post-production); the Czech-Polish film coproduction "Bella –Mia" (pre-production); "The King of Madagascar" (development). He has been appointed by Marshal of Lower Silesia an Expert of the Culture.

In 2009 National Film School in Łódź published his book about legal and financial aspects of European film coproduction.

Since 2001 he is working for Ferdinand Magellan Foundation as a project manager, film production manager and film producer. He is also Head of the Supervisory Board of the Foundation.



Arkadiusz Wojnarowski

*working title*

# Nobelchor

India

in development

*Genre:* Drama

Internationally renowned poet and writer Rabindranath Tagore, who received the Nobel Prize for Literature in 1913, is still revered as an icon in India and more so in his home state Bengal.

On 24th March 2004 his Nobel medal was stolen from Shantiniketan in Bengal, where it was housed in his residence turned museum. Subsequently a nationwide furor started and a massive search operation was put in place to find the guilty. Ultimately the medal was not found and the Central Bureau of Investigations (CBI) dropped the case in 2010. Now on the year of Tagore's 150th Birth Anniversary celebrations in 2010-11, I found the Nobel theft incident extremely metaphorical. "The Nobel Thief" is a fictional account of what happened to the Nobel.

Prize of Tagore. Our protagonist Bhanu is intentionally christened, inspired by Tagore's initial pseudonym 'Bhanu Shingho'. Bhanu is a poor farmer who lives in a village nearby. The film is about Bhanu's journey as he comes to Calcutta from the village to sell the Nobel medal. He encounters different people and his journey takes him across different social strata where he faces several hilarious as well as poignant incidents which have a profound influence on him. Ultimately what happens to his endeavour? Can Bhanu sell the medal? "The Nobel Thief" is a story about that journey.

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SUMAN GHOSH received his film training at the Department of Theatre, Film and Dance at Cornell University, New York. "Amartya Sen: A Life Reexamined", a documentary on the life and work of the only living Nobel Laureate from India is his first film. „Podokkhep“ (Footsteps) is his debut feature film, which was world premiered at the Vancouver International Film Festival and since then has been screened at many international festivals worldwide.

In 2008 "Podokkhep" won the Silver Lotus Award for the Best Regional Feature Film (Bengali) and the Best Actor for Soumitra Chatterjee at the 54th Indian National Awards, the highest awards for films in India. His second feature film "Dwando" (The Conflict) again starring Soumitra Chatterjee was selected in the prestigious Indian Panorama Section at the 40th International Film Festival of India in 2009. He is making his 3rd feature film titled "Nobel Chor" (The Nobel Thief) in January 2011.



Suman Ghosh

*working title*

# Outsider

India

in development

*Genre:* Drama*Duration:* 100 min,*Format:* Mix of 35mm, Digital*Location:* Pune, India*Budget:* 500.000 Euro*Year of Production:* 2011

A dedicated doctor with a socialist philosophy faces a time in his life when his father dies, his girlfriend walks out on him and all his savings are cleaned from his bank. In desperation, he ends up marrying an online acquaintance. She happens to be wealthy and their wedding is most lavish.



A week later, she drags him to court to have their marriage annulled, claiming he is a Bi-polar manic psychopath who tortured her for dowry, attacked her religion and raped her.

He pleads guilty on all counts and is sent to prison where he does penance. But an unexpected Visitor urges him to tell his version of the truth. He re-opens the case in self-defence...

*Production***Chaitra Arts**

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www.krantikanade.com

*Producer / Contact***Kranti Kanade &****Sagar Haveli**

kanadekranti@gmail.com

*producer/author*

Writer-Director Kranti Kanade's first feature, children's film MAHEK premiered at the London Film Festival to affectionate reviews. Shown at festivals around the world, it won awards in Hollywood and Houston. It was nominated as best children's film at APSA, Australia. It is included in the University syllabus at the Otterbein College, US as part of their India studies.

Earlier, his short film CHAITRA won several National Awards and was India's official entry to the Student Academy Awards. He studied filmmaking at FTII and UCLA.



Kranti Kanade

Kranti, 31, works from Pune, India. He is the co-founder of an NGO that works for the destitute. So far, they have rehabilitated 148 children.

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**Cine Tirol Film Commission**  
Mr. Johannes Koeck

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Cine Tirol is an initiative of the Provincial Government of Tirol and the Tirol Tourist Board. The commission aims to promote Tirol internationally and professionally as the location in the heart of the Alps. The main activities of Cine Tirol include the Cine Tirol Location Service (a free service available to all film makers which includes information and assistance, especially in finding the perfect locations in Tirol) and the Cine Tirol Production Incentive (production grants up to 50% of eligible expenditures from filming in Tirol, available to selected film projects). In the last 12 years more than 70 Indian film productions from Mumbai, Hyderabad, Bangalore and Chennai have been shooting in Tirol - Salman Khan, Anil Kapoor, Ajay Devgan, Sonali Bendre, Katrina Kaif and many more heroes and heroines were standing in front of the cameras enjoying the alpine beauty of Tirol.



# Experts

## Marketing

## Script Consultant

# Experts

### Dina Dattani

#### Consultant – Media & Entertainment

Present currently working with international and domestic independent film companies, film makers, directors, sales agents, distributors and financiers- legal, structural and tax perspective.

#### Media/Entertainment/Sport – Lawyer in Mumbai

Working with all major corporates in the media industry in India including most of the Hollywood studios now in India and key talent.

Corporate/Commercial – Extensive experience in M & A. Offshore Restructuring, JV, Branding, Merchandising, Capital Market Listings.

#### Indian Portfolio

Represents over 100 Indian companies and several Mumbai Stock Exchange multinationals Raising finance on & off market, branding & merchandising, Production, Distribution Agreements and co-production, Finance and Structuring for Film Productions Houses, in India/eu/us. cross border transactions and M & A between India and UK

#### Foreign Direct Investment

- Government advisor on FDI to Welsh Development Agency,
- Lectured extensively in India for FCCI, Confederation of Indian Industry (CII), Nasscom and Export/Import Bank of India,
- Specialist in India and Eastern Europe,
- assisting uk trade & invest offices both in india and uk with investments into the uk by indian companies,
- Helped organise and participate in The film London co-production workshop in mumbai nov 2007,
- currently assisting UK film council with co-production treaty with india and work shops for indian and uk film producers.

### Frank Stehling

Managing director for PRIMEHOUSE, Frank Stehling, has been active in many fields of the film business such as scriptwriting, direction and production for at least 25 years. In addition, he brings with him over ten years of experience with the funding body Medienboard Berlin-Brandenburg (MBB).

Frank Stehling is member of the European Film Academy and the German game developer association, G.A.M.E.

### Phil Parker

Phil Parker is the director of NyAC, a new film production company founded in 2006 to create a series of original, feature films. He is one of Europe's most distinguished independent development consultants and has run a successful training and development consultancy, pH Screenplay, for over ten years. Clients include Aardmann Animation, Mob Films, Berlin Brandenburg Medienboard and numerous independent producers and screenwriters. Recent projects include the Oscar and Bafta winning 'Wallace and Gromit- Curse of the Ware Rabbit'; the award winning 'El Greco' and 'Terry Prachett's Hogfather'.

In 2008 'The Pearce Ssitters' scripted edited by Phil won BAFTA for best short animated film, amongst 36 other awards. 'San J' written by Joanne Leigh, and developed by Phil was selected from 2000 other screenplays to win the UK's prestigious 'Red Planet' award. In 2003/4 Phil designed and produced an 'Introduction to Screenwriting' course for the UK Film Council. This programme involved training over 50 tutors, who have since taught over 2000 adult students throughout the UK, who have won numerous awards. The course will go online at the Skillset website in 2009.

Phil was the founder, and the course director (until 2004) of the MA Screenwriting course at London College of Communication (formerly London College of Printing) part of the University of the Arts London. This is the most successful screenwriting course in the UK with over 180 credited screenwriters from its 250 graduates. Screenwriters from the course have won a Palme D'or, several BAFTAs, RTS awards, numerous short film festival awards, including Berlin and Toronto,, and been Oscar© nominated.

'The Art and Science of Screenwriting' (4th edition – Intellect Books, 2006) written by Phil is a new approach to writing and developing screenplays. Based on 'The Creative Matrix' this developmental theory combines six key elements of narrative - story, theme, dramatic form, plot, style and genre. This comprehensive approach is now in use by screenwriters, development executives, producers, and is widely taught throughout Europe on Masters' programmes. 'The Art and Science of Screenwriting' was published in Spanish in 2003, and German in 2005.



Phil Parker

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# Experts

## Distribution

# Experts



### Sunil Doshi

Sunil Doshi is quintessentially a film activist since many years. He has extended his interest and passion for cinema into production, acquisition and distribution of different & newer kinds of films and programming of the Indian films at various film festivals. He was the Executive Director of the Information Film Festival of Children and young people for the film festival held in Udaipur (1993) and Hyderabad (1995) and also served as an International jury member at film festivals like Ancecy, Laun, Isfahan, Locarno Film Festival and Middle East International Film Festival.

NAVARASA (NINE EMOTIONS) is the First Film Produced by him which went on Winning the National Award in 2005 for the Best Film in Tamil Language post which he continued and have produced around 8 (Eight) films till date, all by the first-time Directors.

His passion & ambition for Cinema lead to the creation of NDTV Lumiere, an initiative to bring contemporary cutting edge World Cinema to India. He is the founder member & Director of NDTV Lumiere and is personally involved in the acquisition and distribution of these World Cinema Titles.

Alliance Media & Entertainment Pvt. Ltd. is a boutique production house which aims to produce high quality of films which are different, unique and out of the box in its approach, form and content.

It has an objective to encourage young filmmakers who are willing to charter a unique style of story telling.

Alliance Media & Entertainment Pvt. Ltd. is also engaged in the business of acquisition of International films. It has successfully acquired and released Luc Jacquet's Oscar Winning Documentary - THE EMPEROR'S JOURNEY in India.

It enjoys very good business relationship with major European & Other World Sales Agents such as Wild Bunch, Celluloid Dreams, Studio Canal, MK2, Pathe, Memento, The Match Factory, Bavaria Films, Becker Films, Finecut, CJ Entertainment, SVT, AB Svenska, etc.



Sunil Doshi

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RAPID EYE MOVIES

### Stephan Holl

As the Managing Director of Rapid Eye Movies HE GmbH, Stephan Holl started to distribute exceptional movies from Asia. Rapid Eye Movies triggered the breakthrough of popular Indian cinema in Europe and today is the market leader for popular Hindi films and Indian cinema in the field of home entertainment in Germany.

Rapid Eye Movies is a filmlabel dealing in film distribution, production, music, promotion and publishing in Germany and increasingly international territories. Subject matter of our work is the Asian including the Indian cinema, and rarely outstanding projects from around the world.

„We set trends and don't follow them.“

Rapid Eye Movies triggered the breakthrough of popular Indian cinema in Europe and today is the market leader for popular Hindi films and Indian cinema in the field of home entertainment in Germany.



Stephan Holl

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## Ashish Bhatnagar

Ashish Bhatnagar, CEO – IDream Production. Ashish began his career in his family business for several years before he sought opportunities in the services sector. He then transitioned into the financial services as a research analyst and then as an investment banker at the SSKI group, India's leading domestic financial group. The focus was in media & entertainment and this close involvement led to incorporating a boutique film production business – IDream Production prodded much by a passionate Group Chairman, Shripal Morakhia.



Ashish Bhatnagar

The vision of iDream is to play out interesting themes –and in this process create a unique global brand. IDream initially pioneered new age cinema with the successful distribution of 'Monsoon Wedding', 'Bollywood/ Hollywood' and 'Bend It Like Beckham' in India. In production, IDream experimented in new genres – a ground breaking VFX heavy children film 'Jajantaram Mamantaram', a political thriller '16 December' and a mythological 'Agnivarsha', each breaking new grounds in story telling and marketing. IDream then crossed new frontiers by investing in international productions - a mockumentary 'King of Bollywood', and 'Naina' a supernatural/horror thriller which has been sold to more than a dozen countries, and 'The Sick House' a British horror film which was recently released by New Line Cinema in North America.

IDream is now launching a number of new films aimed at fast growing discerning audiences. The focus has always been on the story telling and the new slate reflect this vision.

To tap the growing demand of Indian cinema in international markets especially beyond the Asian diaspora, IDream has set up India's first dedicated sales agency with offices in London and Mumbai – IDream Independent Pictures ([www.idreamindependent.com](http://www.idreamindependent.com)). IDIP now represents 21 films and is making waves with its slate at various international film markets such as Cannes and AFM, Berlin.

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## Dorothee Pfister

Dorothee Pfister, Master at Sciences Po (IEP de Paris) in Media & Culture Management 2007. Since then – Sales & Marketing Executive at MK2 World Sales. Territories: UK, Germany, Spain, Portugal, Asia, Latin America

Created by Marin Karmitz in 1974, MK2 is the first independent group in France to include all the branches of the cinema industry from production, distribution & world sales to theatrical exhibition (over 50 screens in Paris) and DVD publishing.

More than 400 titles make up the MK2 library, which includes famous titles by international directors like David LYNCH, Krzysztof KIESLOWSKI, Michael HANEKE or Abbas KIAROSTAMI as well as films by the best French authors: Claude CHABROL, Alain RESNAIS, François TRUFFAUT.

MK2 also handles the rights of recent films by famous talents (Gus VAN SANT) or emerging directors (Gela BABLUANI) that won prizes in prestigious festivals (Cannes, Venice, Sundance) and restores in HD whole collections of classic films (Charles CHAPLIN, Buster KEATON).

More than 20 films have received awards won in the prestigious Cannes Film Festival including 3 golden Palms.

Current productions: BLACK VENUS by Abdellatif Kechiche, ON THE ROAD by Walter Salles, THE FAIRY by Fiona Gordon & Dominique Abel

French distribution 2010: CERTIFIED COPY by Abbas Kiarostami, WHEN YOU ARE STRANGE by Tom di Scillo, SUBMARINO by Thomas Vinterberg, HEARTBEATS by Xavier Dolan, BLACK VENUS by Abdellatif Kechiche



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## MEDIA CONSULTANT

### Sandeep Bhargava

Sandeep Bhargava has over eighteen years' experience in advertising and film production & distribution. He started Studio 18 in June 2006 for the Network 18 Group. A year later he was instrumental in listing The Indian Film Company for the same Group on the AIM Exchange in London and successfully raising £55 million. Under his leadership the company has released several blockbusters such as Jab We Met, Welcome, Singh is King, Golmaal Returns, Ghajni among others. Prior to joining The Indian Film Company & Studio 18 as CEO, he was the Chief Operating Officer of Sahara One Motion Pictures, where he was involved in the release of over 28 films in India, with a total investment of approximately £22 million. The portfolio of movies produced under his supervision included both commercially and critically successful movies which have won five national awards. Some of the movies released during his tenure at Sahara One include, Page 3, Hanuman, Malamaal Weekly, Sarkar, No Entry, Corporate, Door and Bose The Forgotten Hero. Prior to joining Sahara One, Mr Bhargava was the Chief Operating Officer of UTV, during which time he led multiple strategic business units such as Airtime Sales & Syndication, Advertisement Film Production, Dubbing and Post Production. Mr Bhargava started his career in leading advertising agencies and handled top multinational and Indian brands such as 555, Benson & Hedges, Coca-Cola, Lafarge Cement, Unilever, Hutch, Reliance Infocom and Tata Steel. Mr Bhargava has an MBA in Marketing & International Business from the University of Akron, USA.



Sandeep Bhargava

The Indian Film Company is the first publicly listed film company specifically created to invest in Indian films and films primarily targeted at the Indian audiences throughout the world - a £1bn market which is growing at a compound annual growth rate of 16%. TIFC has raised £55 million in film investment via the AIM.

Studio 18, a part of Viacom18 (a Viacom & Network18 Joint Venture), is the first studio model based motion picture business in India, with an operation that involves acquisition, production, syndication, marketing and world wide distribution of full-length feature films.

#### Media Consultant

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## LEE & THOMPSON

### Jeremy Gawade

Jeremy has over 25 years experience in the film and TV sectors. Jeremy Gawade founded Lee & Thompson's film and television department when he joined the practice in 1990. He qualified in 1982 and, after a spell at a law firm specialising in film work, he left private practice to become a partner in an international film and television distribution company. He then worked as a consultant for various film production companies before bringing his diverse film and television experience to Lee & Thompson.

Jeremy has particular expertise in putting together finance distribution and co-production deals for major film and television productions. In addition, Jeremy is uniquely qualified to help clients finance, produce and exploit concert specials and other music based film programming. Increasingly, Jeremy acts for talent based production companies allowing actors, writers and directors a greater degree of ownership and control over their work.

Jeremy has also executive produced a number of programmes including "Sweet Home Chicago", the Spice Girls US Tour Documentary, various Concert Specials, the David Beckham ITV documentary, and also the BBC Millennium Spectacular from Greenwich. Some of his clients include Red Production Company, IWC Media, Kudos Film and Television, Stephen Fry, Robert Carlyle, Sigma Films, Endemol Entertainment UK plc, Leopard Films, Revolution Films and 3DD Entertainment.

Lee & Thompson commenced practice in August 1983 and from the outset enjoyed a high profile for a small firm, and an excellent reputation, acting for well known record labels and for a number of successful recording artists.

The firm continued with its work for record labels but as, one by one, the larger label clients were acquired by and "lost" to the major labels, the firm's music practice focused increasingly upon talent representation.

The firm's ambition was to couple the provision of high quality legal services with an in-depth knowledge and understanding of the music industry and the leading players within it. Robert Lee and Andrew Thompson are commercial music lawyers with reputations for professionalism, pragmatism and fairness. These qualities have informed the development of the practice which over a period of more than a quarter of a century has diversified into a broad range of media and entertainment related work.



Jeremy Gawade

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