The Indian Theatrical Market in 2007

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A Short Summary of India in 2007

GENERAL FACTS ABOUT INDIA

The Republic of India is a country located in southern Asia that occupies the greater part of the Indian sub-continent. Its name is derived from the old ancient Persian word Sindhu for the Indus River in Sanskrit (see our article on the origin of India's name). Official texts often use the word Bharat (a Hindi word derived from the Sanskrit name for an ancient Hindu king, whose life is described in the Mahabharata). A third name, Hindustan, meaning "Land of the Hindus" in Persian, has been used since the time of the Mogul Empire and is today the most commonly utilized term by the majority of Indians in their everyday language.

India is the world's second most highly populated country, after China. Its official languages are English and Hindi, although the Indian Constitution recognizes eighteen Indian languages: Assami, Bengali, Gujerati, Hindi, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Nepali, Oriya, Punjabi, Sanskrit, Sindhi, Tamil, Telugu, and Urdu. India is the cradle of some of the most ancient civilizations, situated at a major historical crossroads of commercial routes. This sub-continent was the birthplace of four major world religions: Hinduism, Buddhism, Jainism, and Sikhism. In the past, India was an important part of the British Empire (the "Raj") before gaining independence in 1947. During the Raj era, French colonial trading posts were established in India, which were reconveyed to the French several years after Independence.

India in figures

Surface area: 3,287,263 km2

Population: 1.08 billion Capital: New Delhi (population 12.8 million)

Major cities: Mumbai (Bombay), Kolkota (Calcutta), Chennai (Madras), Bangalore, Hyderabad, Lucknow

Currency: Rupee (1 euro = 58 rupees – January 2008)

Population growth: 1.55% (2006 estimate). One child is born every second in India; half the population is under the age of 25.

Life expectancy: 63.3 years

Literacy Rate: 61%

Religions: Hinduism (82%), Islam (12%), Christianity (2.2%), Sikhism (1.9%), Buddhism (0.7%), Jainism (0.5%), Zoroastrianism, Judaism

French Consulates: Bombay, Puducherry French community: 8,300 people (including 7,100 in Puducherry)

Indian community in France: 10,700 residency permit holders

MUMBAI IN BRIEF

Formerly Bombay, but officially known as Mumbai since 1995, this city owes its name to the word Mumba or Maha-Amba—the name of the Koli goddess Mumbadevi—and Aai, "mother" in Marathi. It is located on the coastal island of Salsette in the Oman Sea. It is India's largest city and the capital of the State of Maharashtra. Its population is estimated at 18 million, making it the 6th largest conglomeration in the world, with some studies predicting that it will become the largest city by the year 2020. Mumbai is India's largest economic center and provides its largest port and stock exchange.

THE INDIAN ECONOMY

Statistics GDP: $798 billion (2005-2006)

GDP per capita: $676 (2005-2006)

Growth rate: 8.4% in 2005-2006, 7.5 % in 2004-2005

Unemployment: 7.3% (2004)

Inflation: 41% for wholesale prices, 4.4% consumer price inflation (2005-2006)

Fiscal balance: -4.5% of GDP (Central government/2005-2006)
Trade balance: -6.5% of GDP (2005-2006)
Major trading customers: United States, United Kingdom, Germany, China
Principal suppliers: United States, United Kingdom, China, Germany, Japan
Distribution of GDP per sector in 2005-2006 (% in 1996): Agriculture 20% (31%), Industry 26% (28%), Services 54% (41%)
French exports to India: €2,533 million in 2006 (€1,837 million in 2005)
French imports from India: €2,490 million in 2006 (€2,106 million in 2005)

India has made phenomenal economic progress since Independence. In another era many years ago, the Indian civilization also enjoyed great influence and power throughout Asia. This was in 1700, at a time when India and China held the strongest economic positions in the world, accounting for 22.6% of the planet's revenues.

Nowadays an Asian giant with a population of over one billion, India is building up a strong position in world economics. The government aims to boost economic development by reducing poverty, developing infrastructures (particularly in rural areas), and increasing access to education and health care for its population. India strives to strengthen relations with the ASEAN nations (The Association of Southeast Asian Nations), tighten links with China, and build on contacts with central Asian countries, the United States, and Europe.

The Indian economy today enjoys a strong growth rate, averaging 6% per annum over the past ten years, and over 8% since 2005. It is projected to become one of the four leading global economies over the next twenty years. With its high population growth (by 2030, India is tipped to become the world's most populous country, with an estimated population of 1.5 billion) and its strong economy, India is a market to be reckoned with on the world stage. The nation's constantly growing middle class has swelled to over 350 million, benefiting in particularly the services and manufacturing industries.

India has made major advances in the fields of micro computing, high performance information technology, data communications, and computer software development, and is famed for pioneering new generation supercomputers (Param 9000). The city of Bangalore has become India's answer to Silicon Valley, a center of high technology and scientific research that currently boasts 150,000 working engineers (compared to Silicon Valley's 120,000). Today, India is the world's leading exporter of computer software and programming services. The growth rate in Indian information technology has risen to 50%, with annual software exports exceeding $10 billion. The primary reason for this explosion of activity is that since the 1980s India launched a large-scale campaign to promote high-level training for computer technicians and researchers and has put around 500,000 highly qualified engineers on the market each year over the past ten years.

In the field of space research, India has successfully launched a rocket carrying a space capsule which remained in orbit and was then retrieved on Earth, in preparation for a future manned space expedition. The Indian rocket PSLV (Polar Satellite Launch Vehicle) has placed four satellites in orbit (two Indian satellites, one Indonesian, and one Argentinean), a first-time achievement for India.

With nine geostationary satellites in operation today, India has turned its success in spatial technology to good account with the creation of tele-education as well as tele-medicine networks serving the population. India counts over 3 million new mobile telephone subscribers per month. Young people from around the world travel to India to study and to undertake training courses.

India is also the world's leading producer and exporter of generic medications, with the capital of its pharmaceutical industry located in Hyderabad. The major operator in the sector is Ranbaxy, which boasts more than 10,000 employees and a turnover of $1.5 billion. Indian exporters gross over $2 billion per year.

Certain structural weaknesses persist in India, however. India remains a developing country, with a Human Development

Index (HDI) established by the United Nations Development Program ranking it in 126th place (among 177 countries classified).

THE MOVIE INDUSTRY

Spectacular progress in the entertainment sector

In recent years, the entertainment industry has enjoyed the strongest growth of all sectors in the Indian economy, itself currently in a period of significant growth. The television industry accounts for 42% of the entertainment sector, followed by print media (31%), the movie industry (19%), advertising (2.5%), live performance (2%), radio (1%), and the record industry (0.5%). There are 300 television channels operating in India. 105 million homes have a television and 55 million homes subscribe to cable or satellite services. Foreign films dubbed into Hindi enjoy considerable popularity with viewers.

The Indian movie industry

A firmly entrenched branch of the entertainment sector, Indian film industry revenues progresses at a rate of 20% per year. Indian spectators see an average of 3 films in cinemas each year. Although the video sector remains a minor contributor (just 3% of households owning a television are equipped with video technology), a sharp increase (25%) in revenues is predicted over the next five years. A dominant current trend is the development of multiplex cinemas.

India counts 13,000 movie screens, including 4,000 traveling screens. Around 1,000 movie theaters screen English-language films, while 700 offer high-standard technology (Dolby, DTS formats, and so forth). Nowadays, multiplexes are flourishing in the majority of Indian cities, bringing an increase in the number of screens and a family-oriented leisure destination. These changes benefit chiefly Indian and American productions, while also offering films from other countries a chance of success, depending on their audience appeal. At this time, numerous local exhibitors are investing in the construction of multiplexes. India's leading exhibitor, PVR Limited, has forecast the opening of 18 theaters with a total of 82 screens in 2008. Shringar Cinemas plans to open 150 screens by the end of 2010, while Inox Leisure Limited announced the opening of 48 new screens in the next three years. The ESSEL group, which has interests in the movie sector, has also forecast the opening of 140 screens at 35 sites in 2008. The multiplex expansion has resulted in a boom in Indian box office receipts, while ticket prices remain relatively low (equivalent to around 3 euros at a multiplex). Nevertheless, the threat of piracy remains a serious concern in the movie industry.

Summary table showing estimated developments to 2010

Sector in 2005 (USD billion)	Sector in 2010 (USD billion)
Movie industry: 1.73	13.89
Domestic box office: 1.34	2.59
Video market: 0.10	0.53

Indian cinema

The Indian film industry occupies a central position in the country's culture, industrial sector, and national identity. Each year, India produces around 1,000 feature films in a variety of languages released in 13,000 movie theaters, making it the world's most prolific movie industry.

Indian film productions alone attract over 4 billion spectators per year. Cinema as art and entertainment is highly popular in India, regardless of spectators' age, sex, caste, social origins, or geographic location. Indian movie stars enjoy a celebrity status not seen in many other societies, and close links are found between the film industry and politics. Certain actors have gained high-level government posts, such as M. G. Ramachandran, a popular Tamil actor who was elected Prime Minister of the State of Tamil Nadu.

The extraordinary success of general audience films in the Hindi language, in which music and dance take center stage, has given the city of Mumbai and its film industry the popular name of Bollywood, which produces on average one third

of all Indian films. Nonetheless, only 10% of films turn a profit in theaters, remaining dependent on video sales and television acquisitions. Other moviemaking centers such as Madras (producing over 150 films per year), Bangalore (over 100 films), Hyderabad (over 160 films), Trivandrum (around 60 films), and Calcutta (around 50 films) progress at a rapid rate, bearing witness to the important role played by regional cinema in a national context. The Indian film industry is thus divided into two sectors: Bollywood (films in Hindi) and films shot in other languages (such as Tamil, Telugu, Malayalam, and Kannada). In addition to large-scale film production, India also boasts an auteur film tradition, whose most famous representative outside India is the Bengali filmmaker Satyajit Ray. We can also mention a number of classic film directors, such as Guru Dutt, Raj Kapoor (also an actor), and Adoor Gopalakrishnan.

Contemporary filmmakers include Mira Nair, a leading light of Indian independent cinema who has won a string of international awards for her work, such as the Golden Lion award in Venice in 2001. Her films deal with themes ranging from issues of exile and the generation gap to female sexuality and censorship. In a lighter vein, Karan Johar, son of a family of Bollywood directors, has his own production company and strives to rejuvenate filmmaking codes by introducing themes that reflect on changes in family attitudes and customs in his stories that are highly representative of commercial film production in Mumbai.

Non-Indian films' market share

The natural and potential market for foreign-language films in India is limited to educated patrons in urban centers, estimated at 8% of the theatrical market. The commercial potential of foreign films is almost entirely concentrated in the 25 major cities, located mainly in the southern half of the country. Foreign films' market share remains under 10% and is largely dominated by Hollywood films. American blockbusters, whether screened in original English version, or dubbed or subtitled in Hindi and regional languages, benefit from the services of distribution and marketing offices that have been run by the Hollywood majors in Mumbai since India's Independence.

French films in the Indian market

Until 1998, French films occupied only a minor place on Indian movie screens. At that time, the audiovisual department at the French Embassy in India, with assistance from Unifrance, embarked on mission to identify all distributors expressing an interest in French films and to increase their exposure to the range of French titles on offer during the various annual international film markets. By mid-2005, just under 40 French films had been acquired for release in India. A new trend was underway, allowing the French audiovisual sector to provide regular information on offers made by French sales agents to Indian distributors. Recent years have been particularly dynamic, with around 10 French titles released in India between November 2005 and March 2006.

Summary of French films acquired by Indian distributors between 2002 and 2007

Films acquired in 2002:

Fast Food, Fast Women – Innovision Communications Pvt Ltd

La Mentale (The Code) – Columbia

L'Auberge Espagnole (Euro Pudding) – Fox L'ennui – Goldline Pictures

The Transporter - 20th Century Fox

Films acquired in 2003:

Les Visiteurs (The Visitors) – Innovision Communications Pvt Ltd, released in English (5 prints), Hindi (2 prints), and Tamil (3 prints)

Swimming Pool – Star Entertainment Pvt Ltd (12 prints in English, 1 Hindi version, and available on video)

Films acquired in 2004:

Danny the Dog – UTV Net Banlieue 13 – UTV Net

The Transporter 2 – 20th Century Fox India

Films acquired in 2005-2006:
La Marche de l'empereur (The Emperor's Journey) - Alliance, released March 2007 on 34 prints in 4 versions (English, Hindi, Tamil, and Telugu)
Paris je t'aime – PVR Pictures, released in original version with English subtitles, on 5 prints on May 11, 2007
Asterix & Obelix: Mission Cleopatra – Innovision, released in English (10 prints), Hindi (5 prints), Tamil (10), and Telugu (5)
De battre mon cœur s'est arrêté (The Beat That My Heart Skipped) – Forum Films
La Piste (The Trail) – Viswaas Films
L'empire des loups (Empire of the Wolves) – Viswaas Films
Les Invasions barbares (Barbarian Invasions) – Forum Films
Astérix et les Vikings (animation), Star Entertainment, released on 12 copies in English, with a Hindi version available on video
Les Chevaliers du ciel (Sky Fighters) – PVR Pictures
Lemming – Forum Films
L'enfant (The Child) – Forum Films
Bandidas – E-City
Films acquired in 2007:
Chrysalis – Star Entertainment
Le Tueur (The Killer) – Innovision Communications Pvt Ltd
Azur & Asmar – Alliance
Roman de Gare (Crossed Tracks) – Alliance
Caramel – Alliance
Le Concile de pierre (The Stone Council) – Shemaroo
La Science des rêves (The Science of Sleep) – Palador Pictures
Ils (Them) – Palador Pictures
Around 150 catalogue films were also acquired by various television channels, DVD publishers, and so forth.

Why take an interest in India at this time?

India is a country with a thriving economy and a burgeoning educated middle class, where the film industry enjoys unparalleled status in popular culture. The Indian entertainment industry is booming, with a spectacular rise at this time in the number of movie screens in operation, admissions figures, and the number of television channels. While French cinema remains generally excluded from commercial distribution circuits, this is the case for all non-Indian films in general, with competition from Hollywood films less intense than in all other countries. French films are therefore faced with an almost empty playing field with enormous potential. There is an opportunity to build a position in this market at this time by developing Indian spectators' exposure to French films.

NB: If French nationals wish to extend their visit to India, please visit the website of the French Ministry of Foreign Affairs (www.diplomatie.gouv.fr).

Report prepared by Valérie-Anne Christen, Unifrance Market Researcher specializing in Asia, with assistance from the French Embassy in India.

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Statistics for French films (theatrical release) - India

Release details - 2007

	Film title	Box Office (€)	Admissions	Number of prints	Sales agents	Local distributors

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French films distributed (production year : 2007)

Film title	Film export companies/International distributors	Local distributor	Production status
Grown Ups	Memento International	Alliance Media & Entertainment	Film acquired
Home	Memento International	Alliance Media & Entertainment	Film acquired
Far North	Celluloid Dreams	Alliance Media & Entertainment	Film acquired
Chilhoods	Urban Sales	Alliance Media & Entertainment	Film acquired
Plum Rain	LCJ Editions & Productions	Alliance Media & Entertainment	Film acquired
Medea Miracle	Urban Sales	Alliance Media & Entertainment	Film acquired
Rumba	mk2 films	Alliance Media & Entertainment	Film acquired
A Monster in Paris	EuropaCorp	Star Entertainment	Film acquired
Largo Winch	Goodfellas	Star Entertainment	Film acquired

Market development

Year	Admissions (all nationalities)	Admissions to French films	Box office for films of all nationalities (€)	Box office for French films (€)	Number of screens	Average ticket price (€)
2021	418,000,000	0	446,160,000	0	9,423	93.3
2020	390,000,000	0	294,716,400	0	9,473	63.85
2019	1,460,000,000	14,416	1,485,152,907	15,825.61	9,527	80.18
2018	1,560,000,000	1,070	1,294,553,300	2,927	9,601	66.96
2017	1,660,000,000	83,689	1,287,283,095	247,188	9,530	56.95
2016	1,860,000,000	1,670	1,204,837,776	77,489	8,500	46.37
2015	2,016,000,000	870,196	1,425,684,000	2,088,470	11,100	50.3
2014	1,937,238,000	261,044	1,155,192,500	623,464.12	11,139	48.26
2013	1,978,000,000	9,156	1,206,000,000	26,478.61	11,265	173.5
2012	3,000,000,000	519,610	1,241,700,000.02	898,713	11,065	90
2011	3,000,000,000	837	1,003,900,000.06	1,641.69	12,000	32.39
2010	2,706,000,000	243,680	904,599,999.97	365,520	13,000	36.48
2009	1,500,000,000	252	1,112,365,710.6	158.03	13,000	23.48
2008		636,062	799,342,143.88	844,963.27	13,000	25
2005	-524,967,296	247,249	16,407,839.63	411,685.27	10,500	1.89
2002		464,770		309,853		0
2001	-1,494,967,296	893,000		889,352.34	11,962	42
2000	705,032,704	0		0	13,000	0
1999	30,000	0		0		0

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Market share for French films, filtered by distributor - 2007

	Distributor	Number of films released	Total admissions	Market share (%)

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Films co-produced with this country - 2007

Running time	Film title	Directors	French producers	foreign co-producer(s)
Feature film	The Firm Land	Chapour Haghighat	Perspectives Nomades	

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Top films, all nationalities - 2007

Film title	Box office (€)	Admissions

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Statistics for French film broadcasts - India

Details on TV broadcasts of French feature films, by channel - 2007

TV channel	Number of films broadcast	Number of broadcasts

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Title, details of countries of distribution - 2007

Country	Number of films broadcast	Number of TV broadcasts

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Titles of films shown - 2007

Film title	Number of countries	Number of TV broadcasts

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Titles of films shown - 2007

Film title	Director(s)	Number of TV broadcasts

View details of all broadcasts