Tollywood’s potential and many others are willing to be part of the so-called ‘West Chalo India’ strategy.

So is it just the big bucks that everybody seems to tap every possibility and build relationships. Also, the cost effective environment of the Indian film industry, which rarely exceeds $25 million, sounds like a secure venture!”

Unlike other Asian countries, India allows foreign-private broadcasters to operate, helping the big conglomerates to build on their synergies. “The independence of the entertainment industry from the government works as a positive sign amongst foreign players and the accessible, tender market for the media and entertainment companies allow them to operate,” says Tarun Sahi from BAG Entertainments.

So is just the big bucks that everybody seems to be interested in or is it the synergies that is going to add new avenues to the Indian film industry? Kuldeep Kasliwal from the industry says, “These new transformations will give a new dimension to filmmaking. We will witness a new level in scriptwriting and visual effects. In fact, Bollywood will make more westernized movies but in the Indian genre, culture and language.”

In today’s economic scenario where foreign investments are lowering day-by-day and government’s repeated efforts seem futile, Hollywood’s growing interest is giving strength to the entertainment sector, will just be ‘the next big thing’ that will take the industry to booming times ahead! 

So far so Good!

Walt Disney – signed a three animation movie deal with Yash Raj Films, will be making four action films including “The 19th step” starring Kamal Hassan.

Twentieth Century Fox – enters into a three movie deal with Ram Gopal Varma. Releases only “Ek Hasina Thi”.

Fox Star Studios – signs a two-film production deal with Vishal Shah’s Blockbuster Entertainment.

DreamWorks – joint venture with Reliance Anil Dhirubhai Ambani Group.

Warner Bros – co-produced in Ramesh Sippy Entertainment, the extravagant Chandni Chowk to China.

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