



Marathi cinema should have rich universal content with sub-titles: Dr Saleel Kulkarni

Pune, January 14, 2020: “Audiences should derive pleasure from watching Marathi movies in the same way they enjoy watching south Indian movie with subtitles. Marathi producers and directors should make comprehensive films with rich universal content to appeal the audience, said Dr Saleel Kulkarni, music composer while speaking at PVR Icon at the 18th Pune International Film Festival (PIFF) organized by Pune Film Foundation and Maharashtra Government today.

The session was organized in collaboration with Akhil Bharatiya Marathi Chitrapat Mahamandal in presence of Dighal Lanjekar, Film Director, Meghraj Rajebhosale, President, Akhil Bharatiya Marathi Chitrapat Mahamandal, and Dr Ajay Phutane, film producer and distributor who were interviewed by Vinod Satav, Director, Lead Media and Publicity.

“The OTT (Over-The-Top) platform is one of the most important platforms today in India as they generate revenue for producers. As for Marathi cinema, the directors and producers should focus more on content of the story and the graphical elements for the audience,” Dr Kulkarni added.

Speaking on the marketing strategy for a film, Dighal Lanjekar said, “While writing a film, its marketing strategy should be considered.”

“Distribution and marketing is an important part of the film. At the end of its production, the film should wait for six months before getting into marketing and distribution. This marketing strategy should be prepared at the time of writing the film, so that it can be included in the film's pre-production part. If you look at the last two years, out of the total 119 Marathi films in 2018, only 17 films were able to generate Rs 1 crore, while in 2019, 113 Marathi movies were released of which 10 movies were successful with Rs 1 crore plus box office collection. The success at the box office was made possible through such marketing strategy of the films,” said Dr Ajay Phutane.

“The Akhil Bharatiya Marathi Chitrapat Mahamandal is striving for the distribution of Marathi films,” said Meghraj Rajebhosale.

Apart from that, the New India Life Assurance Co. Ltd in presence of its Director, Meenakshi Desai held a presentation at the Conference over insurance of film production houses. “Over the years, there has been an increase in the number of film insurance policies being taken as the stakes are high while making a film. Recently, film Kesari was insured for Rs 9 crore due to a fire incident that happened on the set,” said Desai. Film insurance covers loss to life or property on film sets and legal issues related to a film as well as post-release issues such as theatre shutdown due to strike. “However, none of the Marathi production houses have approached as so far as compared to South Indian Cinema where over 80 percent of the films are insured with the range between Rs 30 crore to 300 crore,” she added.

Photo Caption

Photo 1- Dignitaries speaking on OTT platform and marketing strategy for films. (L-R) Vinod Satav, Dighal Lanjekar, Meghraj Rajebhosale, Dr Saleel Kulkarni and Dr Ajay Phutane.