

# INDIAN FILM DISTRIBUTION – THE TRANSITION PHASE



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## Short Description

# INDIAN FILM DISTRIBUTION – THE TRANSITION PHASE case study

## Description

Hollywood film studios like Warner Bros, Columbia Tristar, etc., have established their offices in India to distribute English films in the country. Due to the regulations imposed on foreign distribution companies, these studios could not take up distribution of Indian films until 1990. However, with the Government of India relaxing the norms at the end of 1990, some of these studios began to take up distribution of Indian films both in and out of India. The caselet primarily talks about Hollywood film studios establishing themselves in India and explains the film distribution process in India. It also discusses how foreign film studios have introduced changes in the Indian film distribution process. It gives a brief description about Indian companies taking up English film distribution in India.

Issues:

- » Film distribution system in India
- » Impact of government regulations on foreign players
- » Increasing patronage for Hollywood films in India

Introduction

India produces the highest number of films in the world and comfortably eclipses Hollywood, the world's largest film industry, in terms of reach and production costs. In 2004, the Indian film industry produced more than 900 films in all languages, which was more than double the number of Hollywood films produced in the same year...

**Questions for Discussion:**

**Discuss the different trends in Hollywood film distribution in India. Do you agree with analysts' view that Hollywood studios might find it tough to produce and distribute mainstream Indian cinema in India?**

**Mention the factors that contributed to the increase in the success of Hollywood films (both straight and dubbed versions) in India in 1990s and 2000s. Do you think Indian companies that ventured into distributing Hollywood films in India will succeed? Give reasons for your answer.**

**Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**