

A BODYGUARD: WHIRLWIND OPENING

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ABSTRACT

A film Bodyguard 2011 is an Indian romantic action film directed by Siddique. The third remake of the director's own 2010 Malayalam film of the same name, the film was produced by Atul Agnihotri and casted Salman Khan and Kareena Kapoor in the lead roles. It also cast stars like Raj Babbar, Mahesh Manjrekar and Hazel Keech in supporting roles. The film's first look and theatrical trailer was unveiled on 21 July 2011. Bodyguard was released on 31 August 2011 has opened across 2,250 screens in 70 Indian cities and with 482 overseas prints. The makers of Bodyguard to ensure a hat-trick of Salman Khan hits. The co-producer, Reliance Entertainment, has lined up a marketing and print budget of around Rs 22 cr the highest so far in Recent Bollywood History. However, the irony is that despite being below average rating from critic and on-line rating for Bodyguard, it turns out to be blockbuster. Is the role of Promotion is changing from creating awareness of films to contribution to box office collections?

William Goldman's (1983) classic statement that in the movie business "nobody knows anything."

Bodyguard release on Wednesday (i.e. 31st August 2011) has set a new record for first day's box office collections. The movie's co producer, Reliance Big Picture, which spend Rs 22 cr on marketing, say it will raise that amount in day One itself, said Sanjeev Lamba, CEO of Reliance Entertainment. Bollywood trade analyst Komal Nahata said that "this look like the biggest opening weekend ever" and another trade analyst Taran Adarsh tweeted that "Bodyguard has

monstrous, earth-shattering, mindboggling opening” reported in Economic Times on 1st Sept, 2011.

A Bodyguard:

A film Bodyguard 2011(Exhibit 1) is an Indian romantic action film directed by Siddique. The third remake of the director's own 2010 Malayalam film of the same name, the film was produced by Atul Agnihotri and casted Salman Khan and Kareena Kapoor in the lead roles. It also cast stars like Raj Babbar, Mahesh Manjrekar and Hazel Keech in supporting roles. The film's first look and theatrical trailer was unveiled on 21 July 2011. Bodyguard was released on 31 August 2011 has opened across 2,250 screens in 70 Indian cities and with 482 overseas prints.

Media and Entertainment industry:

The Media and Entertainment industry of India garnered revenue of US \$ 14.4 Billion in 2010, registering a growth of 11% over the previous year, according to a report released by KPMG. Also it is expected that it will grow at a compounded rate of 14% to touch US \$28 billion by 2015.

With around 750 films released in 2010 the Indian film industry generated the revenue of Rs. 654.3 crores which is 11% higher than 2009. The industry is expected to grow at a rate of 13 per cent as per a report released by KPMG. And with the growing economy and changing consumer Preferences, the industry is expected to grow up to Rs.1260 crores by 2015. Despite large market potential the industry is still struggling to give Hit films (the hit ratio is a mere 7%); due to this the industry suffered an aggregate loss of approx Rs.475 crores in 2010.

Indian Film Industry:

In the 20th century, Indian cinema, along with the Hollywood and Chinese film industries, became a global enterprise. At the end of 2010 it was reported that in terms of annual film output, India ranks first, followed by Hollywood and China. Enhanced technology paved the way for upgrading from established cinematic norms of delivering product, altering the manner in which content reached the target audience, as per regional tastes. Indian cinema found markets in

over 90 countries where films from India are screened. The motion picture or movie industry is a key and perhaps the most vibrant component of the Indian economy. The number of movies produced annually in India is higher than that produced in Hollywood, USA. While Hollywood produces around 550 movies a year, the Indian movie industry produces more than 1000 movies ever year (Krishnan and Sakkthivel, 2010). Around four million Indians ‘go to movies’ on any given day, and this number swells during festivals and holidays. (Krishnan and Sakkthivel, 2010). The Hindi film making industry in India that is based out of Mumbai, referred to as ‘Bollywood’ by the media, is largest film producing centre in the country (Sarkar and Nayak, 2009).

A film of India has had a profound effect on films across India since the early 20th century. It consists of films produced across India, which includes the cinematic culture of Andhra Pradesh, Assam, Gujarat, Haryana, Jammu and Kashmir, Karnataka, Kerala, Maharashtra, Orissa, Punjab, Tamil Nadu, and West Bengal. Indian films came to be followed throughout South Asia and the Middle East. The cinemas as a medium gained popularity in the country as many as 1,000 films in various languages of India were produced annually. Expatriates in countries such as the United Kingdom and the United States continue to give rise to international audiences for Indian films of various languages.



A scene from Raja Harishchandra(1913)–The full-length motion picture.
Source: en.Cinema_of_India.

Bollywood:

Bollywood is the informal term popularly used for the Hindi-language film industry based in Mumbai (formerly known as Bombay), the capital city Maharashtra, India. The term is often

incorrectly used to refer to the whole of Indian cinema; it is only a part of the total Indian film industry, which includes other production centers producing films in regional languages. Bollywood is the largest film producer in India and one of the largest centers of film production in the world.

Bollywood is formally referred to as Hindi cinema. There has been a growing presence of Indian English in dialogue and songs as well. It is common to see films that feature dialogue with English words (also known as Hinglish), phrases, or even whole sentences.

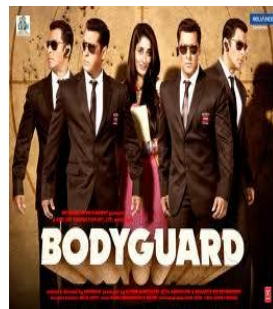
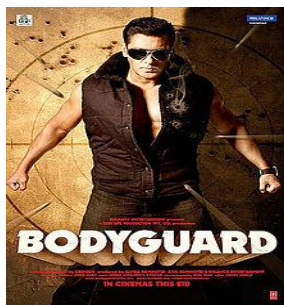
Bodyguard Theme and Content:

Balwanth Singh is the bodyguard of Sartaj Rana (Raj Babbar) with high competences. During one night, Balwanth, along with his pregnant wife, meet with an accident proving fatal for Balwanth while his wife is rescued by Sartaj, and she later gives birth to a child named Lovely. Lovely Singh (Salman Khan), now grown up, works in a security agency. On Sartaj's order, Lovely busts a human trafficking racket operated by Ranjan Mahatre (Mahesh Manjrekar) and his brothers. Fearing revenge from his enemies, Sartaj calls upon Lovely and appoints him as the Bodyguard of his lovely daughter Divya (Kareena Kapoor).

Lovely Singh is very devoted to his duties but eventually irritates Divya all the time by following her everywhere from her college campus to her classroom. Consequently, Divya and her friend Maya (Hazel Keech) call Lovely from a private mobile number and start a prank love affair, hoping to keep him away from them. Initially hesitant, Lovely gradually starts loving the mystery girl Chhaya but doesn't realize that it is actually Divya calling her as Chhaya. Meanwhile, Lovely protects Divya on many occasions from the attacks of Ranjan Mahatre and his goons. This results in Divya too falling in love with Lovely but is scared to reveal her identity due to Lovely's immense devotions towards his duties and her father. Further some circumstances lead Sartaj to begin suspecting that Lovely and Divya are in love and they might elope. He sends his men to kill Lovely in case his lover turns out to be Divya. Divya convinces her father that they are not running away and instead Lovely's love is someone else and is waiting for him at the railway station. Sensing that Lovely might be heartbroken if he does not

meet his lover at the station, Divya sends her friend Maya to tell Lovely her true identity. Lovely, after waiting for long at the station platform, finally sees Maya and is happy to hug her before Maya could reveal Divya's secret. But Maya while hugging Lovely admits that she is Chhaya, the mysterious girl and his lover. Divya calls her twice, but Maya throws the cellphone out of the train, erasing Divya out of their love life completely. They both get married but soon Maya dies after giving birth to a child. She writes notes to their son in a diary about the fraud she committed with her best friend Divya and asks him to unite Lovely and Divya.

Several years later, Sartaj invites Lovely and his son to his house, and apologizes for his behavior. Lovely believed that Divya is married and happily settled in London but is shocked to see her there in her house and had still not married. His son grows closer to Divya and even apologizes on his mother's behalf. On their last day of visit, while leaving, he asks Divya to accompany him as his mother. Infuriated Lovely asks his son to apologies but he refuses. Sartaj tells Lovely that he too feels the same and requests him to take Divya with him to which Lovely obliges. At the railway station, Lovely and his son are accompanied by Divya. His son secretly throws away Maya's diary into trash but is eventually recovered by Lovely. On reading it, he discovers that Divya was his actual lover Chhaya. He calls Divya on her cellphone and addresses her as Chhaya. Divya is overwhelmed with joy and happiness realizing that Lovely has come to know of the truth and her identity. She runs towards Lovely and they both hug each other while his son is happily watching them.



Production House of Bodyguard:

Bodyguard - produced by Reel Life, owned by Salman's brother-in-law Atul Agnihotri - was bought by Reliance Entertainment for a reported Rs 64 crore, which earned the ADAG firm co-

producer status as well as an equal share in the IPR for perpetuity. Agnihotri reportedly sold the music rights to T-Series for 6 cr. Satellite rights have been sold to Star for Rs 27 cr for seven years.

Reliance Entertainment (formerly known as Reliance BIG Entertainment) is a wholly owned subsidiary of the Reliance Anil Dhirubhai Ambani Group handling its media and entertainment business, across content and distribution platforms. The key content initiative are across Movies, Music, Sports, Gaming, Internet & mobile portals, leading to direct opportunities in delivery across the emerging digital distribution platforms: digital cinema, IPTV, DTH and Mobile TV.

Is it Changing Role of Promotion make A Bodyguard Blockbuster?

There were the days; Promotion of films is restricted to create awareness for films before and during the films, but now it plays huge role in contribution toward box office collection. That results into start making profit even in opening weekend, which was not the case in past. Since films are perishable product means shorter shelf life. The shorter shelf life happens due to more production of films in a year, as result it is now need and necessity of every producer and Marketer to reap more and more box office collection in opening weekend itself, which was not the case in past. The co-producer, Reliance Entertainment, has lined up a marketing and print budget of around Rs 22 cr the highest so far in Bollywood History. In a trade characterized by surprises and dramatic reversals of fortune, financiers are keen to cash in while the sun shines on Bodyguard. Bodyguard, another of Khan's trademark Eid releases, has opened across 2,250 screens in 70 Indian cities and with 482 overseas prints. Bodyguard's release was closely tracked by the Bollywood industry and its veterans.

In this case, frontloading everything, that make marketing great sense. Print and advertising costs (P&A) have gone up substantially over the past few years. Today, P&A constitutes around 25-30% of the total budget. Other major films with big P&As were Ready (17-18 cr) and UTV's Tees Maar Khan (15 cr).

Khan apparently turned down hefty sums from various branded security services in India; instead, he wore the "Tiger" logo of the security firm that employs his long-trusted bodyguard, Shera. Going further in this little publicity stunt, Khan's real bodyguard Shera has become a one of marketing strategy for the film. Not only was Shera included as a co-star in a music video for the film, but he also been interviewed extensively about his 15-year relationship with the star, telling reporters, "If anyone fires a bullet at him, I will stand in front of it and sacrifice my life for him. I love him to that extent". At the launch of the first look of his new film Bodyguard at Mumbai's PVR Juhu, Salman took a backseat and let his real life, bodyguard of 15 years Shera was taken centre stage. It was an emotional moment for Shera, who praised Salman for his kind gesture. "This is a very big honour that bhai (Salman) has given me by giving me an opportunity to release his film's promo. I have been with bhai for 15 years now. He is the real-life bodyguard," Shera said.

'Local' bodyguards for Salman-Kareena on movie promotion tours. One of the innovative idea that Makers of 'Bodyguard' have adopted a novel way to publicize their film - any local can become a bodyguard for a day to both lead stars Salman Khan and Kareena Kapoor separately while they travel to various cities to promote the movie. According to sources, one can be a bodyguard to Salman and Kareena for a day in every city they travel. The idea is to make people live a life of a bodyguard which is relevant in film of Bodyguard. The selected person will be a shadow to Salman or Kareena in each city whenever they travelled. In every city they would have a local as their 'personal bodyguard' for the day. It is an extremely enriching experience," Agnihotri said.

Release of film was near to the Rakhi season, the market is abuzz with innovative Bodyguard 'rakhis' (Exhibit 2) everywhere. Given the hype surrounding Eid release, some innovative entrepreneurs have come out with Bodyguard 'rakhis' that have flooded the market which become a huge hit. 'Brothers are also bodyguards' of their sister expressed Salman Khan at the launch of the first look of Bodyguard. The Dabangg actor, whose new avatar in Eid is, that of a Bodyguard, strongly believes that Every Person who loves and protects their loved ones is a true bodyguard. It's obvious that young girls would like their real brothers to be protective of

them, warding off dangers with an iron fist and a karate kick, just as Salman Khan does in the film's promos. The Bodyguard team is surprised and amazed to see how the market is flooded with the Bodyguard rakhis and the people are extremely pleased and are in high spirits with the newness it brings to the festival. Salman Khan himself is a protective brother to sisters Alvira and Arpita and his cousins. "Every Rakhsha Bandhan, Salman, Arbaaz, Sohail and I, along with my wife Alvira, meet at Salim uncle's (father-in-law Salim Khan) house for lunch. It's an annual affair and an elaborate gala," informs Atul. "Salman is a magnanimous guy, so it's easy for his sisters to arm-twist him for gifts on this day. He doesn't dole out standard gifts, whatever he decides on always leaves them smiling."

This festive season with Eid and Ganpati, Salman and the entire Bodyguard team is happy to see such a trend emerging and wish to spread good wishes and warm respects to every person who protects their loved ones. It is amazing how Salman has such a huge mass appeal and a big fan following and that such innovative rakhis have emerged in the markets grabbing everyone's attention.

As part of 'Bodyguard' promotion Kareena Kapoor had felicitate Bodyguards of Bollywood Super stars such as Amitabh Bachchan, Aamir Khan, Imran Khan, Hrithik Roshan. All the top film stars in Bollywood are aware about the contribution of their Bodyguard's in their life and this measure by Kareena will truly reward the most committed and dedicated people that work with Super Stars.

Evaluate the changing role of promotion of Bollywood films in the Indian Market: Discuss.

The Results:

Even though the Salman & Kareena starrer Bodyguard received mixed reviews from critics, box office collections have been more than impressive. The movie has proved to be intensely rewarding for Bollywood grossing an estimated 86 cr in just the first four days of its opening in India! The film broke many records upon its release. Within the first day of its release, it went on to become the highest opening day grosser as well as the biggest grosser ever

for a Opening day (first day of release). Bodyguard collects Rs 20.66 cr on very first day (Exhibit 3). The film set another box office record, netting Rs100.15 cr in its first week (seven day from day of release) (Exhibit 4), thus becoming the highest opening week grossing Bollywood film so far, and second highest collection in opening weekend (Generally Friday to Sunday), netting Rs 52.62 cr (Exhibit 5) and various sources estimate the worldwide gross of the film at Rs 230cr (Exhibit 6) making Bodyguard one of the second highest-gross Bollywood film of all time after Three idiots. However, the irony is that despite being below average rating from critic and on-line rating (Exhibit 7) for Bodyguard, it turns out to be blockbuster. Finally, what count most is that how much film succeeds in box office collections? After its theatrical run, it became the highest-grossing Bollywood film of 2011.

Exhibit 1



Theatrical release poster

Directed by	Siddique
Produced by	Atul Agnihotri Alvira Agnihotri Reliance Entertainment
Screenplay by	Siddique
Story by	Siddique
Starring	Salman Khan Kareena Kapoor Raj Babbar Hazel Keech Mahesh Manjrekar

Sr. No	Films	Year of Release	Net Collection (Cr Rs)
1	Agneepath	2012	21.72
2	Bodyguard	2011	20.66
3	Ra. One	2011	14.76
4	Don 2	2011	14.61
5	Dabangg	2010	14.45

Music by	Songs: Himesh Resham Pritam Background S Sandeep Shiroo
Cinematography	Sejal Shah
Editing by	Sanjay Sankla
Distributed by	Reliance Enterta Reel Life Produ
Release date(s)	August 31, 2011
Running time	132 minutes ^[1]
Country	«See Tfd» India
Language	«See Tfd» Hindi
Budget	₹64 crore (US\$
Box office	₹230 crore (US

Sr. No	Films	Year of Release	Net Collection (Cr Rs)
1	Bodyguard	2011	100.15
2	Ra. One	2011	91.27
3	Agneepath	2012	81.77

Exhibit 2



Exhibit 3

(Source: box office india)

Exhibit 4

4	Dabangg	2010	80.87			
Sr.	Films Idiots	Year of	Net Collection	On	Line	Critic

(Source: box office india)

Exhibit 5

Sr. No	Films	Year of Release	Net Collection (Cr Rs)
1	Ra. One	2011	52.93
2	Bodyguard	2011	52.62
3	Dabangg	2010	48.82
4	Don 2	2011	46.33
5	Agneepath	2012	45.66

(Source: box office india)

Exhibit 6

Sr. No	Films	Year of Release	Net Collection (Cr Rs)
1	Three Idiots	2009	385
2	Bodyguard	2011	230
3	Dabangg	2010	215
4	Don 2	2011	206
5	Ra. One	2011	202

(Source: box office india)

Eihibit 7

No		Release	(Cr Rs)	Rating (out of 10)	Rating (Out of 5)
1	Ra. One	2011	52.93	4.6	3.5
2	Bodyguard	2011	52.62	4.4	2.5
3	Dabangg	2010	48.82	6.4	4
4	Don 2	2011	46.33	7.1	4
5	Agneepath	2012	45.66	7.3	3.5

(Source: Research Paper)

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