

THE ANATOMY OF A



Truls Kontny: Anand, how did you manage to convince the production to come to you?

Anand Bhanushali: For 25 years we have worked on hit feature films like Kalki and Pathan. We are known for script to screen, we work as collaborators. We help in defining the visual language of the film.

Truls Kontny: Kulthep, how did you manage to make six acres of land into Karachi set in only six weeks?

Kulthep Narula: Creating Karachi in India was going to be a logistical nightmare. We understood what was needed, what could be delivered, what we needed to bring from India. We converted a location into Layari Market in six weeks.

Yusuf Shaikh: How the hell do you manage to do something like that in six weeks?

Girish Johar: I feel six weeks is a miracle, to be very honest.

Kulthep Narula: It was everyone else who worked on it. Sometimes when you work on films you go back and guys are saying, how did you make it happen? You don't know. It's just when the stars align.

Yusuf Shaikh: Nothing succeeds like success. Whole movie is a case study in every aspect. All the rules are broken, right? I don't know how they shot an eight-hour movie... the first part was three and a half hours.

Anand Bhanushali: The film had twelve hours of footage.

Yusuf Shaikh: Twelve hours of footage and then shot in such a scale is just unimaginable.

Kulthep Narula: I am friends with the DP of the film. Every evening he would say, I feel like, I am shooting Mahabharat here (sic). But Aditya (Dhar) knew what he was doing... hats off to the guy.

Yusuf Shaikh: We have a producer here from Zee. Imagine the executive producer has to design this project at this scale and the producer says, there is no budget. But the success of this film has just turned everything upside down.

Anand Bhanushali: We were told that we have three months for VFX, 2400 shots and no budget. And luckily for me it was basically an instinct. The last shot in the film went out a day before the release.

MONSTER HIT

Thrilling, shocking, dazzling - and rare. Once in a while, a film delivers all of this and more, blending spectacle with substance in an almost four-hour cinematic roller coaster that leaves audiences thinking long after the credits roll. The result? Unprecedented love, record-breaking numbers, and a legacy firmly etched in the annals of Indian cinema. This panel goes beyond the hype, taking an analytical deep dive into the forces behind the phenomenon. We spotlight two key companies closely associated with the film with industry experts to decode the frenzy and translate the madness into measurable metrics.

Moderator: Truls Kontny, International Producer, Former President of the EUFCN.

Featuring: **Anand Bhanushali**, Managing Director, philm CGI | **Kulthep Narula**, COO & Producer, Benetone Films (Thailand) | **Girish Johar**, Head - Distribution & Revenues at Zee Studios | **Yusuf Shaikh**, CEO, Janta Cinema.

Girish Johar: It is sheer belief of the maker and the passion. As everyone knows you cannot put a budget to this. Films like these have to be mounted on sheer skill, focus, determination and hard work of the entire team.

Anand Bhanushali: Yeah, earlier it was one film. The decision to have two films was really a brave one.

Yusuf Shaikh: So, they didn't really plan it as two films from the beginning?

Anand Bhanushali: Aditya (Dhar) would be the right person to answer that. Initially, we were signed in for one movie and all of a sudden, you know, it became a two-part movie.

Truls Kontny: I understand that the makers didn't do much of a marketing during the production. That must have been a really bold decision?

Girish Johar: No one comprehended that it could be a tsunami at the box office. They aggressively promoted the trailer and the song. And it just caught on. In fact, week two was bigger than week one. Now the Second part is releasing with a four-day weekend plus paid previews.

Yusuf Shaikh: The numbers now are going to be double of what they were earlier because the ticket rates have doubled and the advanced booking is

unprecedented. Imagine, advance booking of (INR) 100 crores. The whole world is talking about it. Honestly, they don't need marketing.

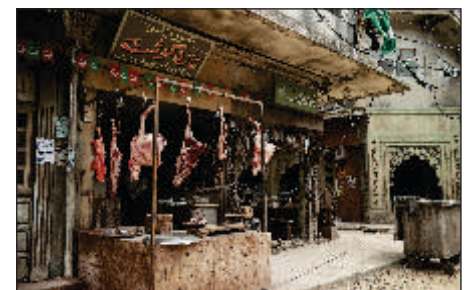
Kulthep Narula: Conviction would be my word. I think that they knew from the onset what they wanted to do. It's always the vision of the leader. It translated in the execution and in the way the entire team was working together.

Anand Bhanushali: I think, every department has done their job well.

Truls Kontny: This is the magic of our industry. We can be here the whole evening talking but let's take a question from the audience before we close.

Harshad Bhagwat: I have a question for you, Girish. This is the kind of movie that comes once in 25 years. So, is this that moment that we are witnessing now that we are going to talk in terms of, before and after Dhurandhar?

Girish Johar: It is one of the few films which has breached the thousand crore (INR) mark globally. Part two is also trending very strongly. Not only numbers but in terms of the storytelling. Clearly, it's the content. The audiences have accepted intelligent commercial action film. I believe, this is a critical benchmark for the Indian film fraternity.



Picture Courtesy : Benetone Films, Thailand