



Yash: No point in releasing movies in Assam, Bihar

OUR CORRESPONDENT | MUMBAI

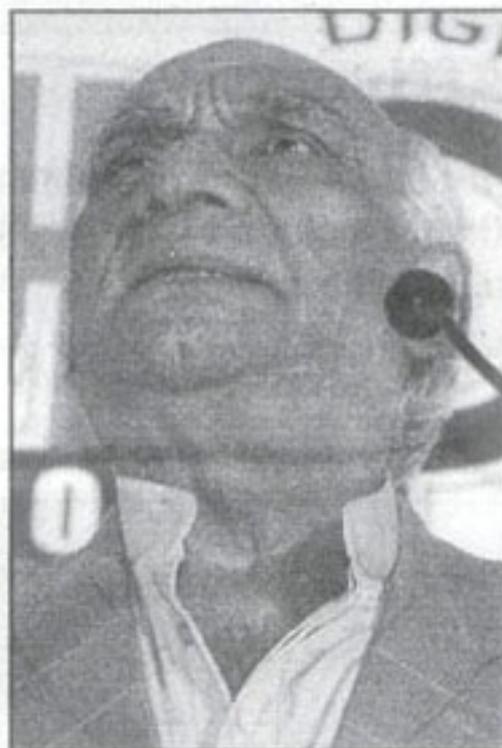
The Indian entertainment industry is passing through a revolution, said filmmaker Yash Chopra. He was referring to the recent launch of digital cinema in the country that is expected to curb piracy and offer producers the ability to release films in more than 100 cinemas simultaneously. His movie, *Veer Zaara*, had lost crores of rupees in revenue due to piracy.

Chopra added that the Indian movie industry was not tapping into its true potential due to the lack of theatres and cost of releasing movies across the country. "Looking back, the days when revenues from the music of a film alone was enough to salvage film-making costs are over. If 95 per cent of the Indian films don't make money then why make movies," added the veteran filmmaker.

Even though the government has passed anti-piracy laws, Mr Chopra feels that the laws only remain on paper and have not been implemented.

"More than 3,000 prints of a movie are released on the opening day in the US. Our films are released in the B and C centres only after four or five months. By this time, the movie prints are damaged and piracy has taken over," lamented Mr Chopra.

Digital cinema does away with



Yash Chopra speaking about digital cinema

digital prints in B and C centres via satellite.

"Movies like *Salaam Namaste* will do business in major metros rather than in B and C centres. Digital cinema should be introduced in A class centres first, because even if you show movies free of cost in non-metro centres, nobody will come. Young filmmakers would not like to run movies in places like Assam, Bihar and Orissa as they don't generate enough revenue. Remember, movies run only for the first four weeks and make no money after a month. Today we need to recover our costs in the first week of the release itself"