## The rise of regional cinema

## INDIAN CINEMA: Beyond Bollywood

Think Indian cinema, think glamour. But underneath all the glitz are industries searing to bring out untold stories from the different regions. If Marathi and Malayalam cinema have seen a revolution of sorts for years, the Bengali and Assamese are not far behind. With each passing year their individuality is multiplying manifold. Regional movies are giving Bollywood a "chase" for its money.

n 2018, as per FICCI Frames media and entertainment report, for the first time ever, more Kannada films released than Hindi. A decade back if there were 2-3 Gujarati films every year, now over 50 release per annum, or one a week. Box office performance of regional films has exceeded expectations in the last few years, with nearly every language setting a new benchmark in box office collections.

Regional cinema with a focus on low budget, high quality diversified stories and very good storytelling and growing appeal to urban audiences is delivering very good returns on investments.

Looks like we are all set. With many good stories waiting to be told we are entering what everyone is calling the golden age of content.





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## NAGZIRA WILDLIFE SANCTUARY

Nagzia is a small wildlife sanctuary in the north-eastern corner of Maharashtra, covers an area of 152 sq km. Nestled in the Vidarbha mountain range, it is often referred to as the green oasis. Its rocky and undulating terrain is covered with thick teak forests that support healthy populations of some of India's most endangered flora and fauna.

Sighting of animals such as Bengal tiger, common leopard, jungle cat, mouse deer, Indian gaur, sloth bear, four-horned antelope and the spotted hyena is common.

The sanctuary offers untouched natural atmosphere for wildlife photographer or cinematographer to capture the wildlife in their natural habitat.





## VASAI FORT

Vasai Fort also known as Fort of Saint Sebastian of Vasai is located 55 km from Mumbai. The main gate of this large fort leads to a small courtyard, from where one can climb on to the ramparts to take a look at old structures, most of which are now in ruins. Three chapels inside the fort have facades typical of 17th century CE (Common Era) Portuguese churches, with the southernmost even boasting of a well-preserved barrel-vaulted ceiling.

Famous British band Coldplay shot their song Hymn for the Weekend in the premises of the tort. Josh, Khamoshi, Aag and Diary of a Butterfly are some of the films that have been shot here besides TV series CID.

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