

DADASAHEB PHALKE CHITRANAGARI

Film City, Mumbai

Future Plan –Bollywood Tourism

Presented by

LAXMIKANT DESHMUKH, IAS

Managing Director - Film City

Mumbai.



Introduction

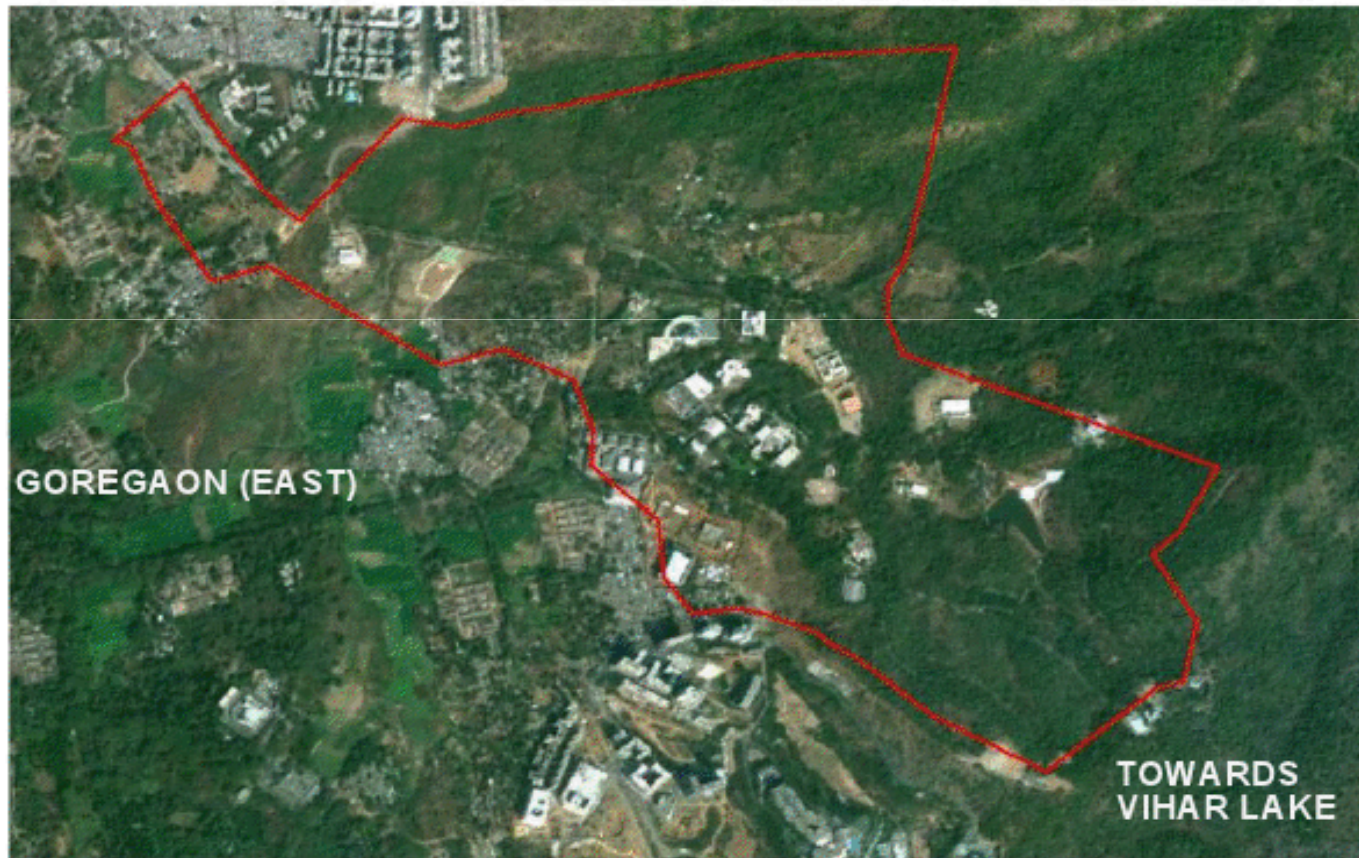
- Introduction
- Bollywood means cinema industry in Mumbai City – particularly Hindi. Number of film produced in Hindi is around 150-200 per year.
- It is also the Centre of Marathi Cinema, which is now producing around 100 cinemas per year.
- T.V. Serial production is also mainly concentrated in Mumbai City.
- Hence Mumbai is the prime location of Indian films.
- Dadasaheb Phalke Film City is one of the main centre of Film Making.

INTRODUCTION

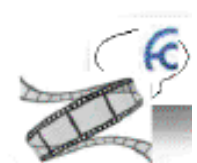
The **Dadasaheb Phalke Chitranagari - Film City** is spread over 438 acres of land situated in Goregaon, Mumbai, Maharashtra.

The site is touching the serene Sanjay Gandhi National Park and Vihar Lake.

FILM CITY SITE
(Area = 438 Acres)



Dadasaheb Phalake Chitranagri



WHAT IS Bollywood tourism?

- Popularity of Hindi Films in a recent year is worldwide.
- From Kashmir to Kanya Kumari (North-South) and from Porbandar to Kohima (East-West), Indian people enjoy Hindi cinema.
- Major chunk of tourists arriving in Mumbai, desire to see film stars and shooting etc.
- The visit of youth delegations from various countries will not complete without visiting Film City.
- Hence the concept of film centric of tourism i.e. Bollywood tourism

Vision

- To make film city an unique tourist attractions for all tourists coming to Mumbai by developing it as world class film city complex at par with Universal/Walt Disney Studio, where tourist can spend one or two day to experience various aspects of Indian Cinema in entertaining way.

Mission statement

1. To develop film city as a world class film studio and theatre complex in 3 to 5 years with a view to attract 5000 tourism per day.
2. To develop Bollywood museum to preserve and present the legacy of Indian Cinema and its 100 years journey through exhibition, articles, posters, sets etc.
3. Additional attraction can be provided by nature walk with the help of BNHS and also by developing unique bio-diversity part (which is even useful) for shooting.
4. Mumbai, being capital of Maharashtra State, Indian and international tourists desire to explore cultural aspects of Maharashtra like Tamasha, Wari, Folk dance, music etc. Hence, a museum of Marathi culture, if set up, will be an added attraction.

What Film City will offer to tourist ?

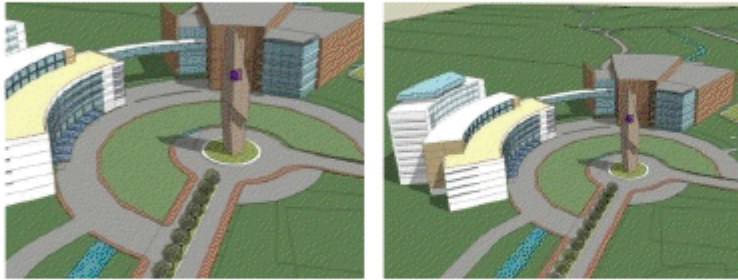
After full development of Film City, it will offer following to tourists.

- A. Huge sets of typical villages of Maharashtra, Gujrat, Punjab, Southern States etc.
- B. Bollywood square – a visual emblem depicting the excellence of cinema. starting point of tourists attraction
- C. A guided tour covering all aspects of film making – Script to Screen.

What Film City will offer to tourist ?

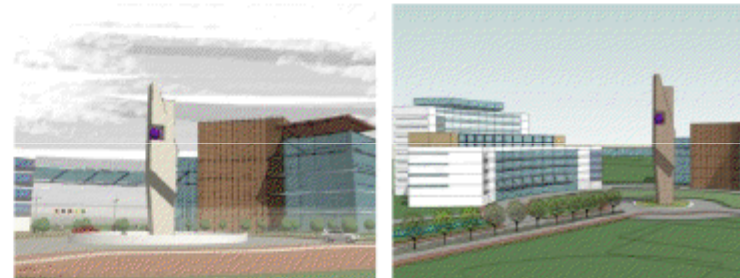
- D. Facade of Monuments like Chandni Chowk, Cannaught Place, JaipurPalace, Temples, Forts etc.
- E. Screening of films, documentaries and tourist attracts of India and Maharashtra in theatre (optional)
- F. Rides for thrills and enjoyment.
- G. Light and Sound show, Laser show and Many More

BOLLYWOOD SQUARE

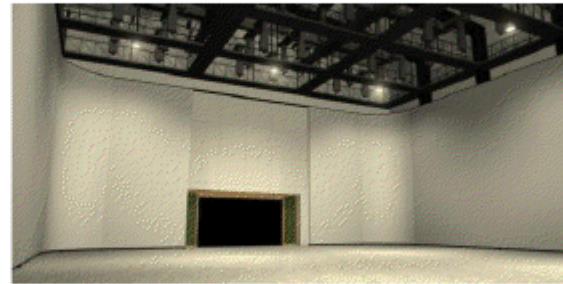
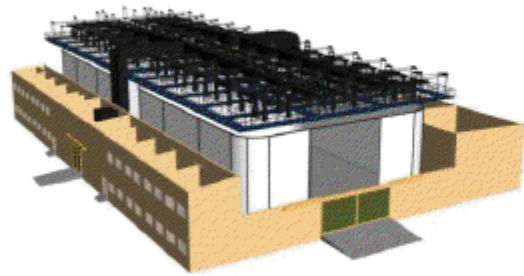


Bollywood Square is designed as promenade with an iconic tower 'Obelsik', that reaches to the sky.

The Obelisk is symbol of the meteoric rise of the industry and represents the growth where 'Sky is the limit', with a plaque that commemorates the stalwarts of the industry



STUDIOS & SETS



The façade of the studios will be created in a manner that represents a distinct and unique style which acts as sets of the films such as Chandni Chowk, Cannaught Place, Jaipur Palace etc.



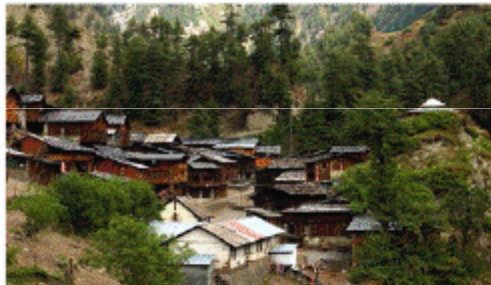
VILLAGES & OUTDOOR SETS



The various village sets proposed represent the regional lifestyles of various states of India which are frequently used in most Bollywood movies depicting the rich cultural heritage. The quality along with craftsmanship of these studios and sets will be available and useful to entertainment related companies.



VILLAGES & OUTDOOR SETS



LOCATION



Dadasaheb Phalake Chitranagri

Hotels & convention centre

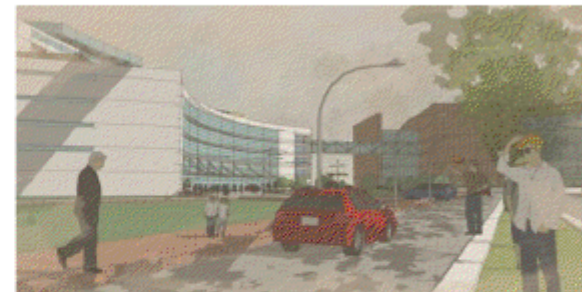
1. 3 to 5 star hotels along with budget hotels for comfortable stay of tourists and film people
2. Convention centers for film awards ceremony, business conferences. Tourist can avail it.

HOTELS & CONVENTION CENTRE



Located in the heart of the Film City, the hotels come complete with array of choices from 3 star to 5 star properties enhancing the convenience of the people using the facilities of Film City.

The convention will boast a total area of 16,500 sq. mtrs. and will be designed to accommodate all types of events. The center can host concerts, conventions, award function and other events



Additional attractions.

- A unique Bio-diversity part in thick forest area of Film City.
- A museum of Marathi culture are bring envisaged at later stage to provide tourists an unique experience of complete tourism combining cinema, celebrities, shootings, museum, screenings, nature walk and cultural entertainment.

Thank you