

# PERCEPTION IS EVERYTHING

## Producers

As a Greek philosopher once put it, 'Everything is perception'. A look at the power list for producers confirms the truth of the statement.

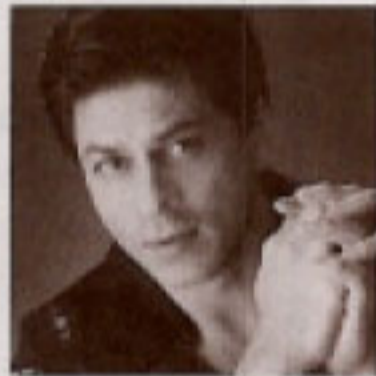
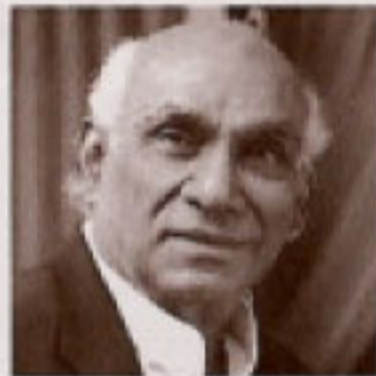
The denizens of the film industry consider Yash and Aditya Chopra as the bulwarks which hold things together. Such is the

personal charm, the business instinct, the hunger and, more importantly, the money to turn Red Chillies Entertainment into the number one production house in the industry.

Another contender for top position is SRK's good friend Karan Johar (at No. 2). He has

projects were commercial failures. Still, they are new to the game but have tons of Ambani money backing them. If reports of Anil Ambani pouring money into his latest venture are true, then their ranking is bound to rise next year.

Rakesh Roshan (No. 5) and Vidhu



esteem, the charisma and indeed raw power generated by the father-son pair that despite giving duds like *Laaga Chunari Mein Daag*, *Ta Ra Rum Pum*, *Jhoom Barabar Jhoom* and *Aaja Nachle* they are still on top of the producers' list. And, with *Chak De! India* (which everybody had written off before the release), they have shown that they still have a few surprises left in store. Also, the industry has become habituated to seeing them as number one for so long that it doesn't want to look at alternatives.

One producer who has risen to great heights is none other than their one-time blue-eyed-boy, Shah Rukh Khan. He was responsible in his own way for *Chak De's* success and the film he produced – *Om Shanti Om*. *OSO* surpassed everything else released this year in terms of box office collections. Yes, he is No. 3 now but give him time. He has

shown that a director can become a brand in his own right. The stars clamour to reveal all on his TV show. They sign on the dotted line with eyes closed when he asks for their dates. His last outing as a producer / director was the not-so-endearing *Kabhi Alvida Naa Kehna* (2006). He hasn't even started scripting his next, *I'm Khan* but his 100 per cent track record ensures that he's still a power to reckon with. Ronnie Screwvala (UTV) quietly enhanced his position this year. The maverick producer did everything right. He invested in scripts and directors rather than in glamour and stars, though barring *Life...In A Metro*, none of his other bets were commercial gains.

The same can be said of the No. 7 spot – Adlabs. They prudently invested in stories rather than proposals. However, barring *Namastey London*, their other

Vinod Chopra (No. 6) are a study in contrasts. For Roshan, the leftover *jadoo* of *Krrish* is still going strong. People believe Chopra to be a maverick genius and despite the commercial and the critical failure of *Eklavya*, he continues to hold sway. New entrants Ashtavinayak (No. 8) and Sajid Nadiadwala (No. 9) are in the list thanks to the commercial success of their films, *Jab We Met* and *Heyy Babyy*, respectively.

Whether they are one-trick ponies or are here for the long haul remains to be seen.

No. 10 belongs to Sanjay Leela Bhansali. Luckily for him, despite the nightmarish *Saawariya*, enough people believe that he will weave celluloid dreams once more.

### K FILMFARE POWER LIST 2006

1. YASH AND ADITYA CHOPRA
2. KARAN JOHAR
3. VIDHU VINOD CHOPRA
4. RAKESH ROSHAN
5. RONNIE SCREWVALA (UTV)
6. SANJAY LEELA BHANSALI
7. MAHESH AND MUKESH BHATT
8. RAM GOPAL VARMA
9. SUBHASH GHAI
10. FARHAN AKHTAR/ RITESH SIDHWANI

BY DEVESH SHARMA

## Shree Ashtavinayak Cinevision Ltd.

**Rank last year:** None

**What they did:** *Jab We Met* was a joyride plus the hype surrounding the Kareena Kapoor-Shahid Kapoor split added extra zing to it. The crowds came calling and Ashtavinayak laughed all the way to the bank.

**Future projects:** They have an adaptation of a Gujarati play, called *Maharathi*, and comedies *Golmaal Returns* and *Mr. Fraud* too in their kitty.

**Filmfare tip:** Hire controversial actors and couples in future too.

**Filmfare Awards:** Nil



Dhillen Mehta

