APPENDIX I QUESTIONNAIRES
A. Questionnaire for Marathi film Cinegoers

Name:
Age:
Income:
Sex:
Education:
Occupation:
Maharashtrian/Non-Maharashtrian

1) Do you watch Marathi Films?
   Yes/No

2) If yes, then how often do you watch Marathi Films

<table>
<thead>
<tr>
<th></th>
<th>Once a week</th>
<th>Fortnightly</th>
<th>Once in a month</th>
<th>Once in 6 months</th>
<th>Once a year or less</th>
</tr>
</thead>
</table>

3) If no, do you intend to watch a Marathi Film in a theatre?
   Yes/No

4) How do you usually watch a film: (Tick the right answer)
   o Alone
   o With friends
   o With family
   o Others ___________________________

5) How much do you end up spending every time you go to watch a movie?

<table>
<thead>
<tr>
<th></th>
<th>Rs 100-200</th>
<th>200-300</th>
<th>300-400</th>
<th>400-500</th>
<th>500-600</th>
<th>600-&gt;</th>
</tr>
</thead>
</table>

6) Where do you watch Marathi Films?
   o Single screens
   o Multiplexes
   o On television
   o Via DVD, VCD
   o Internet
   o Pirated Discs
7a) Out of single screens and multiplexes, which one do you prefer?
   b) Why?

8) What is the major attraction of watching Marathi Films?
   o Mother tongue
   o Dialogues
   o Star cast
   o Music
   o Banner
   o Advertisement

9a) Have you ever seen the advertisement of a Marathi Film?
   Yes/No
   b) If yes, when?

<table>
<thead>
<tr>
<th></th>
<th>Today</th>
<th>Last week</th>
<th>Last month</th>
<th>Approx 6 months ago</th>
<th>Very long ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Audio</td>
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<tr>
<td>Electronic devices</td>
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<tr>
<td>Internet</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Hoardings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   c) Where did you experience the advertisement?

   If any other source please elaborate below

10) Do you remember the advertisement?
    Yes/No

11) Do you remember the name of the film?
    Yes/No

12) What type of films do you like?
   o Family drama
   o Thriller
   o Historical/cultural
   o Comedy
   o Musicals
   o Adventure
   o Sports
B. Questionnaire for Marathi film Producers

Name: ________________________________________

Number of films produced: _____________________________

Last film produced: ________________________________________________

Performance of last film:-

<table>
<thead>
<tr>
<th>Poor</th>
<th>Average</th>
<th>Hit</th>
<th>Super hit</th>
</tr>
</thead>
</table>

1) What aspects do you keep in mind while producing a film? Rank in terms of importance on a scale of 1 to 5.
   - ○ Storyline ____
   - ○ Director ____
   - ○ Star cast ____
   - ○ Salability ____

2) How do you market the film? (Please tick mark)
   - ○ Self released
   - ○ Distributor

If distributed to external distributors, do they watch the film before taking a decision whether to buy the film or not?

| Yes | No |

3) In case of self-distribution, do you own a theatre of your own?

| Yes | No |

3b) If no, how do you hire the theatre?
   - ○ Advance payment
   - ○ Deferred payment

3c) If yes, how do you decide period for which theatre is booked?
   - ○ Instinct
4) Do you use your stars for promotion?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

4b) If yes, then in what way?
- TV advertisements
- On the field
- Reality shows
- Talk shows on channels
- Interviews
- Celebrity judges for talent shows
- Others

5) Where do you advertise your film? (Please tick)
- Print
- Hoardings, Banners
- Electronic media
- Blogs
- Websites
- Word of mouth
- Mobiles.
C. Questionnaire for the Marathi film Distributors

Name: ___________________________________

Number of films distributed: ____________________________

Last film you distributed: _________________________________________

Business of last film distributed

1) How do you decide on distribution?
   o watching the film
   o hearing the storyline
   o based on starcast
   o based on banner

2) According to importance rank from 1 to 5
   o Starcast _____
   o Music _____
   o Story _____
   o Banner _____
   o Director _____

3) How do you promote a film?
   o Road shows
   o Star appeal
   o Discussions in Media
   o Internet Blogs
   o Hoardings

4) How do you rent theatres during your film releases?
   o On rent
   o Sharing revenue
   o Arrangements with exhibitors

5) What sells a film to the masses?
   o Star cast
   o Story line
   o Music
   o Banner
   o Access to theatre
   o Ticket price

6) What is the % of revenue earned through satellite release

_________________________________________________________________
D. Questionnaire for the Marathi film Exhibitors

Name: _________________________________________

Single screen/Multiplex: _________________________

Year in which you started the theatre: _________________

Number of films released after establishment: _________________

Last film released: ________________________________

Revenue of last year: Rs. _________________

1) You select a film based on what factors?
   o Distributor
   o Banner
   o Starcast
   o Regulation of Govt.

2) On an average how much revenue does a Marathi film make in your theatre?
   Rs. _________________________________

3) On an average what is the running time of a Marathi film.

<table>
<thead>
<tr>
<th>1 week</th>
<th>2 weeks</th>
<th>3 weeks</th>
<th>4 weeks</th>
<th>5 weeks and more</th>
</tr>
</thead>
</table>

4) What is the rental per theatre?
   Rs. _____ per show.
APPENDIX II HIGH COURT ORDERS
IN THE HIGH COURT OF JUDICATURE AT BOMBAY
ORDINARY ORIGINAL CIVIL JURISDICTION

WRIT PETITION NO. 500 OF 2009

Cinema Owners & Exhibitors
Association of India & Anr. ..Petitioners.

Versus
The State of Maharashtra & Anr. ..Respondents.

Mr. Vineet B. Naik with Mr. H. N. Thakore i/b M/s. Thakore Jariwala & Associates for the petitioners.
Mr. Ravindra Lokhande h/f for D.A.Lanawade, GP for respondent nos. 1 & 2.

Coram: F. I. REBELLO &
R. V. MORE, JJ.

Date: June 15, 2010.


2. By the present petition, the petitioners seek to impugn the order dated 6th March 1968 of the State Government made in exercise of powers under section 5(3) of the Bombay Cinemas (Regulations) Act, 1953. It is the case of the petitioners that considering the statistics, which would disclose viewership pattern and number of films that become available annually in some parts of the State, has not been taken in consideration whilst issuing the order and the same amounts to an unreasonable restriction on the petitioners’ rights to carry on trade and business and therefore violative of the petitioners’ right to carry on trade or business under Article 19(1)(g) of the Constitution of India.
3. It is submitted that by calling on the Single Screen Cinema Theaters to display Marathi films for four weeks in a year, in the absence of an audience, and movies affects the viability of single screen cinema theatre which remain empty for such a long period. It is also contended that though it is set out in the order that it was made after hearing parties, the petitioners herein had not consented to the said order.

4. On the other hand, on behalf of the State it is submitted that the order itself provides for a mechanism in the event Marathi films are not available for display and it is open to the members of the petitioners to take recourse to paragraph 2 of the explanation to the said order.

5. *Prima facie*, in our opinion there is power in the State Government under sub-section (3) of Section 5 of the said Act to pass such order. However, the power has to be exercised rationally and reasonably. The only issue is where there is hardly an audience, the members of the petitioners can be burdened to go on exhibiting Marathi films for such a long period more so as the audience depends on what the audience feels it should view. An audience cannot be forced on the petitioners.

6. It is true that while considering a notification in exercise of a statutory power normally it may not be open to the Court to segregate the State into areas for the purpose of considering the validity of law.
The Single Screen Cinema owners’ contention is that there is no audience for the films for 28 days in a year nor are there sufficient films to be screened for 28 days. This is causing severe financial hardship. At the same time we have to consider the development of the Marathi film industry and some protection for it, which is the object of the order. In our opinion, as an interim measure and as pointed out the order was not strictly enforced till recently, insofar as the municipal limits of Greater Mumbai are concerned some protection is required to be granted.

7. In the light of that we pass the following order.

:- ORDER :-

(1) All members of the Petitioners with the area of Mumbai Municipal Corporation will exhibit in the course of a year a minimum of 44 Marathi film shows. We are informed that in a day there are 4 shows at 12.00 noon, 3.00 p.m., 6.00 p.m. and 9.00 p.m. The 44 shows will be screened 11 times each year, at 12.00 noon, 3.00 p.m., 6.00 p.m. and 9.00 p.m either continuously or intermittently. It will always be open to the members of the petitioners to screen more shows than what is provided herein.

(2) This interim order will continue till the final hearing and final disposal of this petition.
(3) Petitioners to add “the All India Marathi Film Producers Association” as party respondent to the present petition. Amendment to be carried out within two weeks from today.

(4) Respondent nos. 1 & 2 are directed to renew and hand over licences of the members of the petitioners. This will be subject to the members hereinafter complying with the order passed by this Court. In the event any of the members of the petitioners does not comply with this order, it will be open to the respondent to revoke the licence after following procedure according to law.

(5) Considering the controversy, it will be open to the State Government to once again invite the petitioners at the Marathi Film Producers Association to arrive at an amicable solution, if possible and the order will not stand in the way.

(6) We once again clarify that this interim order is restricted to the Single screen cinema theaters within the municipal limits of Greater Mumbai, Municipal Corporation.

(R.V. MORE, J.)  
(F. I. REBELLO, J.)