



# ENERGY2KARMA



Film Distribution in India: Baseline & Pricing Overview (2024)

The Energy you emit = The Karma you create



# INTRODUCTION

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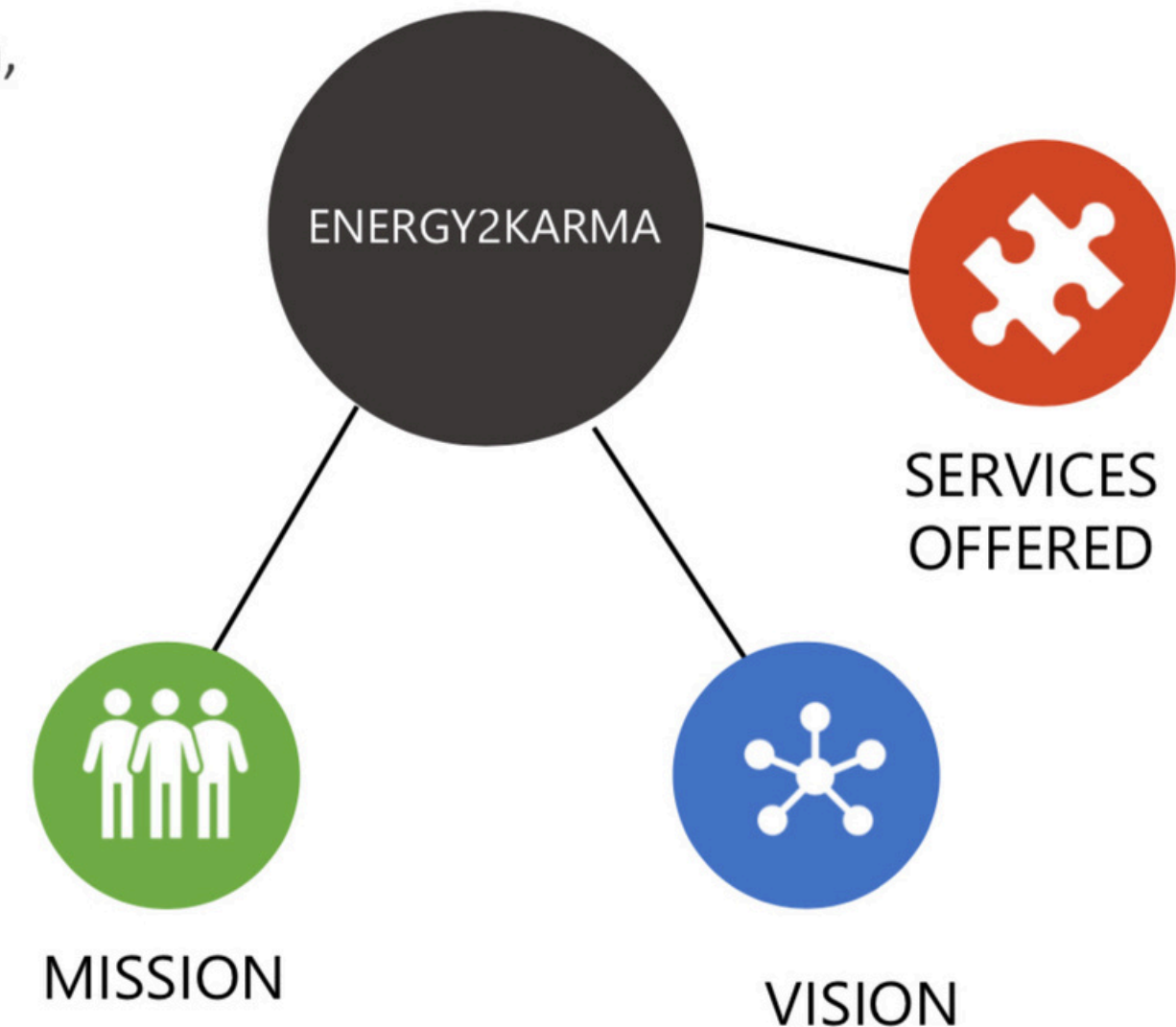
- Energy2Karma is a leading film distribution company connecting global cinema with India's diverse audiences. We specialize in distributing films, documentaries, and videos across theaters, OTT platforms, and TV channels. Beyond distribution, we offer strategic video content marketing to enhance visibility and engagement. Our regional dubbing services help break language barriers, enabling content to resonate with audiences in their native tongues. With tailored strategies, we ensure your content reaches its full potential, maximizing revenue while reducing marketing expenses. Energy2Karma is your partner in unlocking the vast opportunities of India's dynamic entertainment market.



# COMPANY OVERVIEW

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- 1 Mission:** To bridge the gap between the world film markets and India, fostering a global exchange of cinematic art.
- 2 Vision:** To connect world film markets to India and vice versa.
- 3 Services Offered:**
  - Film Distribution
  - Documentary Distribution
  - Video Sales



# OVERVIEW OF TELEVISION CHANNELS

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TV Channels: Key Players: Zee TV, Star Plus, Sony Entertainment Television

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# OVERVIEW OF CINEMATIC HALLS

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Theatrical Releases: Key Players: PVR Cinemas, Inox, Cinépolis

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# PLATFORM OVERVIEW

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OTT Platforms (Streaming Services) : Key Players like Netflix India , Amazon Prime Video , Disney + Hotstar.

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# MARKET

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21 OTT platforms that are revolutionizing the streaming market in India.

169 million units. India becomes the third largest television market in the world.



# OUR TEAM



**Nikunj Irani**  
**Founder of Energy2karma.**



**Diego Antolini**  
**Director of Acquisitions for  
USA & Asian Pacific territories.**



**Luca Trovellesi Cesana**  
**Director of Acquisitions for  
Europe & South American markets.**



# Film Distribution Services



**Heading: "Seamless Film Distribution"**

**Content: Energy2Karma specializes in ensuring your films reach the right audience across India.**

**Theatrical Releases : Partnering with top cinema chains to showcase your content on the big screen.**

**OTT Platforms. : Distributing your films on popular streaming platforms for maximum reach.**

**Television Channels : Connecting with millions of households through national and regional TV networks.**

**Let us bring your stories to life across India's diverse entertainment landscape.**

# Video Content Marketing



**Heading: "Engage Audiences with Smart Marketing"**

**Content: Our video content marketing strategies amplify your content's impact and ensure maximum visibility.**

**Social Media Campaigns: Customized promotions on leading platforms.**

**Targeted Advertising: Reach the right audience with precision targeting.**

**Influencer Collaborations: Leverage trusted voices to promote your content.**

**Video Optimization: Enhance visibility with search engine and algorithm-friendly strategies.**

**Marketing your video content effectively to connect, engage, and inspire.**

# Regional Dubbing Services



**Heading: "Speak the Language of Your Audience"**

**Content: Dubbing your content into regional languages helps you connect with India's multilingual audiences.**

**Top Languages Offered: Hindi, Tamil, Telugu, Malayalam, Kannada, Bengali, and Punjabi.**

**Increase Reach: Tap into new markets and break language barriers.**

**Boost Revenue: Generate higher engagement and maximize returns.**

**Reduce Costs: Organic word-of-mouth promotion decreases marketing spend.**

**Localization that delivers authentic experiences and expands your content's reach.**

# Thank you

**ENREGY2KARMA**

The energy you emit = the karma you create

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