



Cinépolis in India: A Business Adventure in Bollywood (B)^{*}

1. Introduction

On October 16, 2011, it was about 25°C outside but inside the Cinépolis movie theater located in the Royal Meenakshi Mall in Bangalore, India, the temperature was a lot higher. Shahrukh Khan (see insert), “The King of Bollywood,” was hosting an opening of the new movie, *Ra.One*, currently, the most expensive Bollywood production. Mr. Khan was an executive producer of the movie and also plays one of the leading roles. The same moment that Mr. Khan entered the stage, the crowd went crazy. And when he started to perform Chammak Challo, one of the songs from *Ra.One*, it was only the crowd’s scream that was heard. The lucky few – those who won the Cinépolis India Facebook “Meet and greet SRK” contest – had a chance to meet Shahrukh Khan on stage and shake his hand. The event was a great promotional success and Ashish Shukla, the Head of Exhibition of Cinépolis India, was proud of the achievement: “We welcome *Ra.One* team and are glad for Dr. Khan's visit to Cinépolis. *Ra.One* is the milestone in Indian film Industry, being a 3D and technology marvel. As a part of Indian exhibition industry we hope a lot from *Ra.One* and wish movie all the best for its success. Cinépolis India is here to promote digital 3-D cinema viewing and with the hard work, dedication and commitment Dr. Shah Rukh Khan has put into making of *Ra.One* we are sure that it will revolutionize the concept of sci-fi superhero movies in India.”

Shahrukh Khan, also known as Shah Rukh Khan (SRK), born November 2, 1965, is an Indian actor, TV host, and movie producer. He acted in more than 70 movies some of which were international hits; for example, *Kabhi Khushi Kabhie Gham...* (*Sometimes Happiness, Sometimes Sadness* from 2001), *Kal Ho Naa Ho* (*Tomorrow May Or May Not Be* from 2003), *Kabhi Alvida Naa Kehna* (*Never Say Good Bye* from 2006), or *My Name is Khan* (from 2010). In India, Shahrukh Khan has hosted famous TV shows such as *Kaun Banega Crorepati* (*Who Wants to Be a Millionaire?*) and *Kya Aap Paanchvi Pass Se Tez Hain?* (*Are You Smarter Than a 5th Grader?*). With the number of fans easily exceeding a billion of people and his stardom status, it is only natural that Shahrukh Khan is called “The King of Bollywood.”

In a country where watching movies is one of the favorite ways to spend time with family and friends, and where over 3 billion tickets are sold per year, there are not many modern theaters and 3-D technology is very often a novelty. To India, Cinépolis brought a cutting-the-edge cinema technology with expertise in running multiplexes located in the malls. The adventure of Mexican

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