

Few takers for 'Thoda Pyaar...', but traders wait for magic touch

Audiences are no longer queuing up for movies from the Yash Raj Films banner. Its last film 'Tashan' sank without a trace and advance booking for the Rani Mukerji-Saif Ali Khan starrer 'Thoda Pyaar Thoda Magic' that releases Friday is slow.

But experts say that all might not be lost. The presence of the two stars might turn it into a surprise hit. Co-produced and directed by Kunal Kohli, who earlier made the hit 'Hum Tum', 'Thoda Pyaar...' is a comparatively low budget film.

Compared to its earlier films like 'Jhoom Barabar Jhoom' and even 'Tashan' that had budgets of Rs.300 million and more, 'Thoda Pyaar...' has been made on just Rs.200 million and is being released with about 800 prints worldwide.

Despite the general despondency with several films flopping at the box office, traders are hoping that 'Thoda Pyaar...' will work some magic.

'The film has not been extraordinarily hyped. But since there are stars like Saif and Rani in it, the response might be positive. It is a big banner film. Besides, it also has an angle of children in it, so it might do good business,' Surinder, a Delhi-based distributor, told IANS.

Fun Cinemas, a popular multiplex theatre, is hoping that the film breaks the dry spell.

'June has been a bad month in terms of hits. There has been a complete lull. So I hope 'Thoda Pyaar...' does well. The advance booking is almost 20 to 25 percent till now, so I feel the film will have a slow start like 'Chak De! India!' and will grow on word-of-mouth publicity gradually,' said Bhumika Tewari, assistant vice president Fun Cinemas Programming.

'Thoda Pyaar Thoda Magic' revolves around the lives of four children forced to live with a man (Saif) they hate. Then a nanny (Rani) comes to their rescue.

Industry experts say that the film has failed to create the sort of hype that was created when Yash Raj Films' last offering 'Tashan' was due for release.

'Even though 'Tashan' did not do well at the box office, it did well from the distribution aspect since there was a lot of hype for it,' added Surinder.

Matloof, who distributes films in Meerut, is not happy with the distribution.

He added: 'I think the film would only release in multiplexes. If the audience would have had an same craze for this film, the distribution would have been better.'

On the flipside, Kohli, who has also written the film, says that he has been promoting the film extensively.

'I've been promoting the film a lot. I've been going for press meets and media talks. I have also been visiting different cities for the promotion and giving interviews for features,' said Kohli.

Unlike other films 'Thoda Pyaar...' has not taken part in any merchandising gimmicks as a part of the promotion campaign. The director first wants to wait for the box-office results to go further.

'We have no merchandise as of now. First, lets see how the film does and may be then we'll think about creating some merchandise,' he added.

Regarding the profits, Kohli maintained: 'I'm in the business of cinema and am not that good with figures. I do want big business but before that I want the film to touch the hearts of people.'

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