

Anil Ambani and my company have come together for mutual benefit: Amitabh

Bollywood icon Amitabh Bachchan's AB Corp has inked a Rs.15 billion (\$375 million) deal with Anil Ambani's Reliance Big Entertainment for making films and serials. The Big B says this collaboration is the result of a synergy of their professions and that both will benefit from it.

'The synergy of both our professions brought it on. They are in the business of making content and we have been in the business of giving content its creativity. The two have now come together for mutual benefit,' Amitabh told IANS in an interview.

The Big B says that AB Corp had been keeping a low profile, but it was making reasonable profit.

'It's not so much AB Corp as we as individuals. AB Corp will also be active in providing creative input and facilitate operations through our presence in the industry. AB Corp has been active since inception, we were in the red, but have long since been out of it and have been making reasonable profit.

They have yet to decide what kind of cinema they will make, said Amitabh.

Excerpts from an interview:

Q: The deal with your friend Anil Ambani has created ripples across the business world. What brought it on?

A: The synergy of both our professions brought it on. They are in the business of making content and we have been in the business of giving content its creativity. The two have now come together for mutual benefit.

Q: You say you will provide the 'creative inputs'. How far is this creativity expected to go?

A: In choosing subjects and giving inputs in its creativity. In acting in the projects, if required.

Q: The collaboration seems a major step ahead for your company, which has been maintaining a relatively low profile of late. Is the deal a part of AB Corp's endeavour to compound on its corporatisation in a big way?

A: It is not so much AB Corp as we as individuals. AB Corp will also be active in providing creative input and facilitate operations through our presence in the industry. AB Corp has been active since inception, we were in the red, but have long since been out of it and have been making reasonable profit.

Q: What other plans does your company have? Besides movies, would it also be making television software?

A: AB Corp has always been open to every entertainment activity. Right from its inception and the popular TV serial 'Dekh Bhai Dekh' to films and other concepts.

Q: Please share the initial plans in the Bachchan-Ambani alliance? What kind of cinema do you want to make?

A: Making of films and their execution will be a joint venture. There is neither anything specific on the type of films nor on any particular director or actor. If a particular talent is required for a film, we will endeavour to get them.

Q: You've always said you've a rather poor knowledge of politics, business and money. Do we presume that you've gotten over your misgivings about at least two of those 'dark' areas?

A: I still maintain that and that is why I shall not go back to politics and which is why the strength and acumen of Reliance in matters of business and money.

Q: How much of your personal time would you be able to devote to nurturing this collaboration?

A: As much time as it requires.

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