

'Jaane Tu...' gives 'Love Story 2050' tough competition

Light romantic college drama 'Jaane Tu... Ya Jaane Na' is proving a tough competitor for futuristic sci-fi thriller 'Love Story 2050' - both release Friday. 'Jaane Tu...' has more advance bookings.

Both films are launching new faces. While 'Jaane Tu...' is the launch vehicle of Aamir Khan's nephew Imran, 'Love Story 2050' is the debut film of producer-director Harry Baweja's son Harman.

"Jaane Tu..." is seeing a lot of advance booking because of PVR multiplex's strategic planning. They planned it long back and they themselves are the co-producers and distributors of the film,' Joginder Mahajan, a Delhi-based film distributor, told IANS.

In terms of budget, producers Adlabs and Baweja have invested about Rs.500 million in 'Love Story 2050'. 'Jaane Tu...', written-directed by Abbas Tyrewala, is comparatively a low budget film. Co-produced by Aamir, his cousin Mansoor and PVR cinemas, the total cost of the film is Rs.300 million.

The response for 'Jaane Tu...' is very good and the bookings began five days before the film released, said an executive of PVR cinemas.

Pradipto Roy of Jam Cinemas, another multiplex, echoed this, saying: 'Jaane Tu...' has won the youngsters' hearts as its advance bookings are much more than 'Love Story 2050'. It should also fare better as the music is already a big hit, courtesy A.R. Rahman.

'Secondly, I feel that it is not an experiment like 'Love Story 2050'. Except 'Krrish', sci-fi experiments have mostly failed.'

Surendra, another distributor, expressed confidence in 'Jaane Tu...' saying: 'With Aamir Khan promoting and producing it, there are high hopes for the film. 'Love Story 2050' is a sci-fi movie and I have my doubts about it.'

Harman's mother Pammi Baweja, who is the co-producer of 'Love Story 2050', herself has apprehensions about the movie.

She said: 'I won't say that we have a lot of expectations from the film, but we just want people to appreciate it and like Harman's performance in the film.'

Trade Analyst Taran Adarsh is looking forward to both films.

'Both are fresh and novel. Both should do well. There's always space for a good film in the market,' Adarsh said.

Former Bollywood actress Karisma Kapoor was also upbeat.

'I am going to see both of them. It is great to see new talent in the industry and I am sure both would do well,' she said.

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