

## MUMBAI

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PHOTO: Asian Age



3 Idiots or Avatar: Which would you prefer? The investor's choice is clear



## Foreign films score over Bollywood

Latest study says companies more likely to invest in Hollywood flicks

AGE CORRESPONDENT

A recent study says India's entertainment and media corporates will prefer Hollywood over Bollywood in terms of investment in the near future, as over 90 per cent of the Bollywood movies flop annually.

"Ninety per cent of the domestic corporates in entertainment and media (E&M) in future will prefer to invest in Hollywood, ignoring Bollywood since the former provides huge returns on account of its more than 90 per cent success ratio," said a joint study by Nishith Desai Associates and AssocHam.

It says more than 90 per cent of about 1,000 films produced annually by Bollywood flop, and thus investors are always vary.

However, in Hollywood, the focus is always on making award-

winning films which seek high quality and that is why the success rate of those films are so high, the report said.

"Therefore, domestic corporates will prefer to invest more in Hollywood films, rather than explore possibilities for investing in Bollywood," it said.

Besides other problems, the domestic segment is confronting piracy, estimates for which suggest the film industry lost \$959 million and 5,71,896 jobs a year ago.

The problem has become so deep-rooted that pirated CDs/VCDs/DVDs are available at prices as low as Rs 30 as compared to Rs 150-300 for a multiplex theatre ticket.

The study has also called for creation of a National Media Policy for vision and benchmarking for the film entertainment industries.

# AGE OF ACCEPTANCE

Now, even Mumbai's 20-somethings seek treatment and solutions to the "problem" of ageing

SHREYA BHANDARY

THE ASIAN AGE

When 39-year-old Aditi Kedia knew she was not looking at "herself" in the mirror, she knew she had to do something about her skin and body. "After getting married, I put on 15 kg and have visited many health clinics in the city to lose weight," says Kedia. She also admits to having spent big money on various weight loss regimes offered by many known health clinics, but to no avail. The moment she stopped any treatment, she would start gaining weight again.

A chance men-



Panel members at the anti-ageing conference on Friday

PHOTO: AA

tion of a new anti-ageing therapy by her cousin in the US brought new hopes. "Just nine months of moderate exercising and dieting — I've lost 12 kg and regained the glow of my skin," she says.

Explaining the concept of anti-ageing practice in modern times, Dr Anoop Chaturvedi, the pioneer who introduced this new therapy

in India, said, "Ageing is not only about developing a paunch or wrinkles.

Various hormonal activities can lead even a 20-year-old towards

ageing. This is called premature ageing."

Dr Chaturvedi said that due to a greater acceptance of anti-ageing therapies, they are getting cheaper and attracting more interest from younger women.

Vivek Tripathi of Mumbai-based Healthizen says there are growing number of inquiries related to anti-ageing from people. "But since there are many options available from superficial to internal, we advise the patients to take due care before opting for any kind of treatment," said Tripathi.

"Many fail to understand that one tends to age more because of hormonal imbalance than the actual process of ageing. I visited many doctors but nobody pointed this out to me. Now I spend more than Rs 7,000 to 10,000 a month and I'm very happy with the results," says Jyotsana Bhattacharya (29), a follower of Dr Chaturvedi's therapy.

