



# INDIA EUROPE

**PRIMEXCHANGE**  
Professional training for film producers





PRIMEHOUSE®

**NFDC**  
cinemas of india



POLISH FILM INSTITUTE

**MEDIA**   
INTERNATIONAL

KONZEPTHAUS

PRIMEXCHANGE  
PRIMERESearch  
PRIMEPACKAGING  
PRIMEGAMES  
PRIME4KIDS



Primehouse focuses on project development and packaging of classic and interactive formats. We provide script consulting and project evaluation, as well as financial and marketing support. Primehouse represents the connection between film, television and Games/interactive media.

[primehouse.eu](http://primehouse.eu)

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## PRIMEXCHANGE INDIA - EUROPE

PROFESSIONAL WORKSHOP FOR  
INDIAN AND EUROPEAN  
FILMPRODUCERS

implemented and organised by  
PRIMEHOUSE GmbH



in cooperation with  
National Film Development Corporation, India



supported by  
European Commission



POLISH FILM INSTITUTE

## Experts

## Financing

## Experts

## MEDIA CONSULTANT

**Sandeep Bhargava**

Sandeep Bhargava has over eighteen years' experience in advertising and film production & distribution. He started Studio 18 in June 2006 for the Network 18 Group. A year later he was instrumental in listing The Indian Film Company for the same Group on the AIM Exchange in London and successfully raising £55 million. Under his leadership the company has released several blockbusters such as Jab We Met, Welcome, Singh is King, Golmaal Returns, Ghajini among others. Prior to joining The Indian Film Company & Studio 18 as CEO, he was the Chief Operating Officer of Sahara One Motion Pictures, where he was involved in the release of over 28 films in India, with a total investment of approximately £22 million. The portfolio of movies produced under his supervision included both commercially and critically successful movies which have won five national awards. Some of the movies released during his tenure at Sahara One include, Page 3, Hanuman, Malamaal Weekly, Sarkar, No Entry, Corporate, Door and Bose The Forgotten Hero. Prior to joining Sahara One, Mr Bhargava was the Chief Operating Officer of UTV, during which time he led multiple strategic business units such as Airtime Sales & Syndication, Advertisement Film Production, Dubbing and Post Production. Mr Bhargava started his career in leading advertising agencies and handled top multinational and Indian brands such as 555, Benson & Hedges, Coca-Cola, Lafarge Cement, Unilever, Hutch, Reliance Infocom and Tata Steel. Mr Bhargava has an MBA in Marketing & International Business from the University of Akron, USA.



Sandeep Bhargava

The Indian Film Company is the first publicly listed film company specifically created to invest in Indian films and films primarily targeted at the Indian audiences throughout the world - a £1bn market which is growing at a compound annual growth rate of 16%. TIFC has raised £55 million in film investment via the AIM.

Studio 18, a part of Viacom18 (a Viacom & Network18 Joint Venture), is the first studio model based motion picture business in India, with an operation that involves acquisition, production, syndication, marketing and world wide distribution of full-length feature films.

**Media Consultant**

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## LEE &amp; THOMPSON

**Jeremy Gawade**

Jeremy has over 25 years experience in the film and TV sectors. Jeremy Gawade founded Lee & Thompson's film and television department when he joined the practice in 1990. He qualified in 1982 and, after a spell at a law firm specialising in film work, he left private practice to become a partner in an international film and television distribution company. He then worked as a consultant for various film production companies before bringing his diverse film and television experience to Lee & Thompson.

Jeremy has particular expertise in putting together finance distribution and co-production deals for major film and television productions. In addition, Jeremy is uniquely qualified to help clients finance, produce and exploit concert specials and other music based film programming. Increasingly, Jeremy acts for talent based production companies allowing actors, writers and directors a greater degree of ownership and control over their work.

Jeremy has also executive produced a number of programmes including "Sweet Home Chicago", the Spice Girls US Tour Documentary, various Concert Specials, the David Beckham ITV documentary, and also the BBC Millennium Spectacular from Greenwich. Some of his clients include Red Production Company, IWC Media, Kudos Film and Television, Stephen Fry, Robert Carlyle, Sigma Films, Endemol Entertainment UK plc, Leopard Films, Revolution Films and 3DD Entertainment.

Lee & Thompson commenced practice in August 1983 and from the outset enjoyed a high profile for a small firm, and an excellent reputation, acting for well known record labels and for a number of successful recording artists.

The firm continued with its work for record labels but as, one by one, the larger label clients were acquired by and "lost" to the major labels, the firm's music practice focused increasingly upon talent representation.

The firm's ambition was to couple the provision of high quality legal services with an in-depth knowledge and understanding of the music industry and the leading players within it. Robert Lee and Andrew Thompson are commercial music lawyers with reputations for professionalism, pragmatism and fairness. These qualities have informed the development of the practice which over a period of more than a quarter of a century has diversified into a broad range of media and entertainment related work.



Jeremy Gawade

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