

A large, stylized, light orange letter 'S' graphic that curves around the text.

SERAFINI



# *“BAZODÉE”*

**FULL LENGTH MOTION  
PICTURE**

**MAY 2016 US RELEASE**





LOVE IS A CARNIVAL

# Bazodee

INDIEPELAGO FILMS IN ASSOCIATION WITH MONK PICTURES PRESENTS "BAZODEE"

KABIR BEDI NATALIE PERERA MACHEL MONTANO WITH VALMIKE RAMPERSAD

EDITED BY JOSH NOYES PRODUCTION DESIGNER TOM LISOWSKI MUSIC BY MACHEL MONTANO COSTUME DESIGNER BILLY RAY MCKENNA DIRECTOR OF PHOTOGRAPHY IMRE JUHASZ  
EXECUTIVE PRODUCER ELIZABETH MONTANO SCREENPLAY BY CLAIRE INCE PRODUCED BY ANCIL MCKAIN CLAIRE INCE STEVEN BROWN DIRECTED BY TODD KESSLER

INDIEPELAGO  
FILMS

MONK PICTURES

# *Bazodee*

**The musical is the story of the daughter of an Indian businessman, deep in debt, who, on the verge of marrying a wealthy suitor, falls for a rugged singer/musicians at Carnival time in Trinidad and Tobago.**

# FACTS

**Producer:** Machel Montano's Monk Pictures

**Executive Producer:** Susanne Bohnet

**Main Cast:** Machel Montano, Natalie Perera, Kabir Bedi.

**Director:** Todd Kessler

**Genre:** Love Story/Musical

**Film's Budget:** \$2.2 USD Million

**Print and Advertising Budget:** \$870k

**Distributor US:** Serafini Releasing

**Distribution Foreign:** Film will be distributed worldwide

**Releasing Date:** May 2016

**Release:** 1. Focus on core audience Caribbean/Indian and African American audiences , thereafter we are crossing over to Mainstream US and international audiences.

**US Premiere:** May 2016, Premiere event in NYC



# • THE CARIBBEAN AS WELL THE INDIAN MARKET/ DIASPORA ARE UNDERSERVED MARKETS

Currently successful films such as...

- PREM RATAN DHAN PAYO (\$1,5M after 3 weeks at the box-office, was only marketed to US Indian audiences)
- MEET THE PATELS ( a documentary initially only released and marketed to the Indian Diaspora alone) crossed \$1,4M after a few weeks opening on less than 50 screens.

.....indicates how the 2 Mio plus Indian Diaspora in the US is eager to be presented with films within their own demografic target group, and further how a larger Indian audience in India will be able to see our film, whereby the main support **Mr. Kabir Bedi**, is a famous and recognizable brand all over India. Meanwhile the US and international Caribbean diaspora is already awaiting to see “Bazodee”!!!

**Machel Montano is One of the Most Popular Stars within the  
28 Mio Caribbean Diaspora.**

# MARKETING

## **Some Marketing Key Points:**

Machel has agreed to promote the film at all concerts and events that he is performing Internationally in 2016. The Trinidadian Carnival will significantly boost the popularity and expectation for this film. From a tactical perspective, Serafini:

- will kick-off the theatrical Release with no less than 100 theatrical screens for seven days and ramp up to no less than 130 theatrical screens by week two to three.
- Serafini's Distribution and Marketing team has significant years in the film industry working in similar capacities marketing notable films (see bios on subsequent pages). The team will utilize its deep relationships in the film industry to lock down the screenings but access best surrounding teams of marketers/publicists in the film industry
- We will also engage a Caribbean & Indian American campaign/ publicity team in cities heavily populated with Caribbean and Indian citizens (NY, Miami, California, Atlanta, DC Metro Area).
- The release will cross over to mainstream audiences once our core markets are reached.

## **Ongoing**

- HBO made an offer to release the film immediately after the Theatrical Run, Netflix, Hulu and other ancillary markets are eager to enter negotiations for premium deals once the theatrical run is concluded.

# THE TYPE OF BRANDS LENDING ITSELF FOR OUR FILM:

- Lifestyle oriented
- Liquor
- Cars
- Airlines
- Sporting Equipment
- Apparel Wear
- Luxury Goods
- Jewellery

# IMPRESSIONS/REACH:

## US/Canada:

Theatrical Reach: appr. 8-10 Mio people

Pay TV:- HBO: minimum 7-8 Mio people

Free TV: minimum 7-8 Mio people

VOD: ongoing, initially first 12 Month- appr 3-4 Mio people

Airlines/Hotel: 200 000 people

**Most foreign territories will be handled via a bonafide sales agent, with the exception of India:**

## India: Inclusive of all markets

We will sell the film to a major Indian Distributor, who will theatrically release the film and arrange for an appropriate TV and VOD presence.

## Africa:

Main target: Nigeria and Ghana, all other African territories will be sold as well)

## UK:

Main target Indian and Caribbean Diaspora, reach to about 3 Mio people.

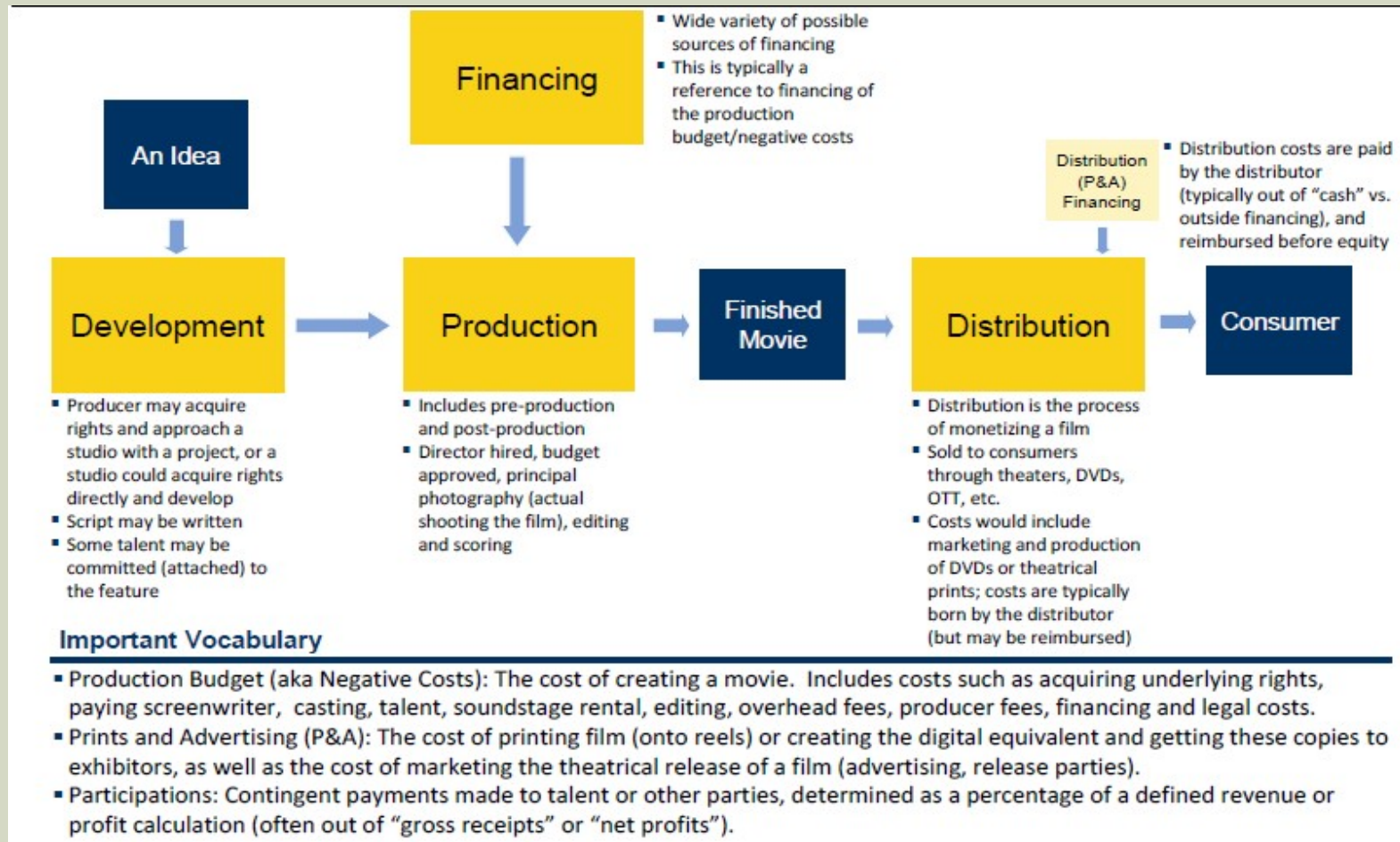
## Middle East:

The Middle East is a long known fan and consumer of Indian content, we will distribute and sell the Film throughout the middle east, reach to about 2 Mio people.

# SERAFINI PICTURES/RELEASING OVERVIEW

- Serafini Pictures, LLC is a Boutique Theatrical Production and Distribution Company with the ability to produce, finance, acquire and release films in a cost-efficient and competitive manner by applying established, innovative and timely methods to bring a film to its target audience with the understanding that distribution hierarchies are evolving and changing.
- Led by a proven entrepreneurial management team that is recognized throughout the industry for its business acumen and integrity.
- Ideally positioned as a leading producer, acquirer, and distributor of mainly commercial independent films, targeted for very specific audiences, with the intent to cross over to mainstream audiences, after successfully penetrating the primary market for each film.

# MOTION PICTURE BASICS



**BAZODEE is at the Distribution Phase**

## Allocation of Revenue (% of Total Revenue)

Theatrical  
(25% - 35%)

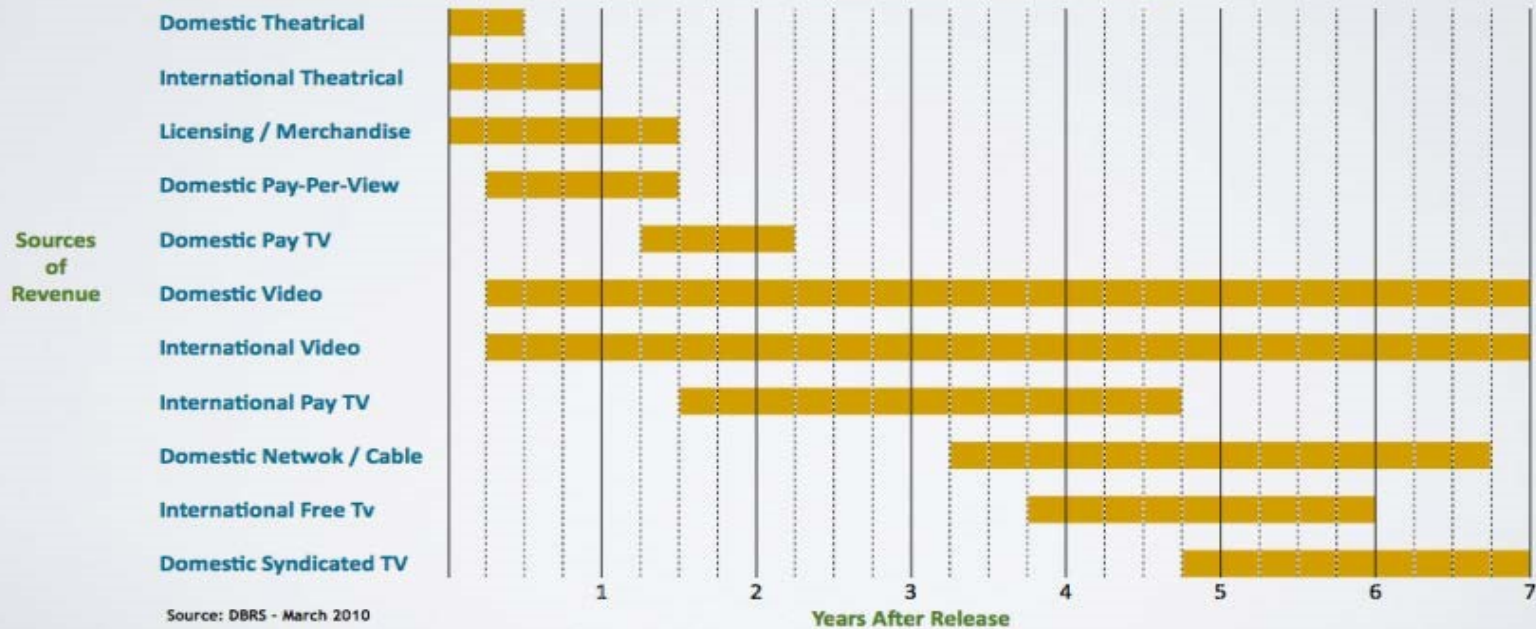
Video  
(35% - 45%)

TV  
(12% - 22.5%)

Ancillary/Other :  
(0 - 5%)

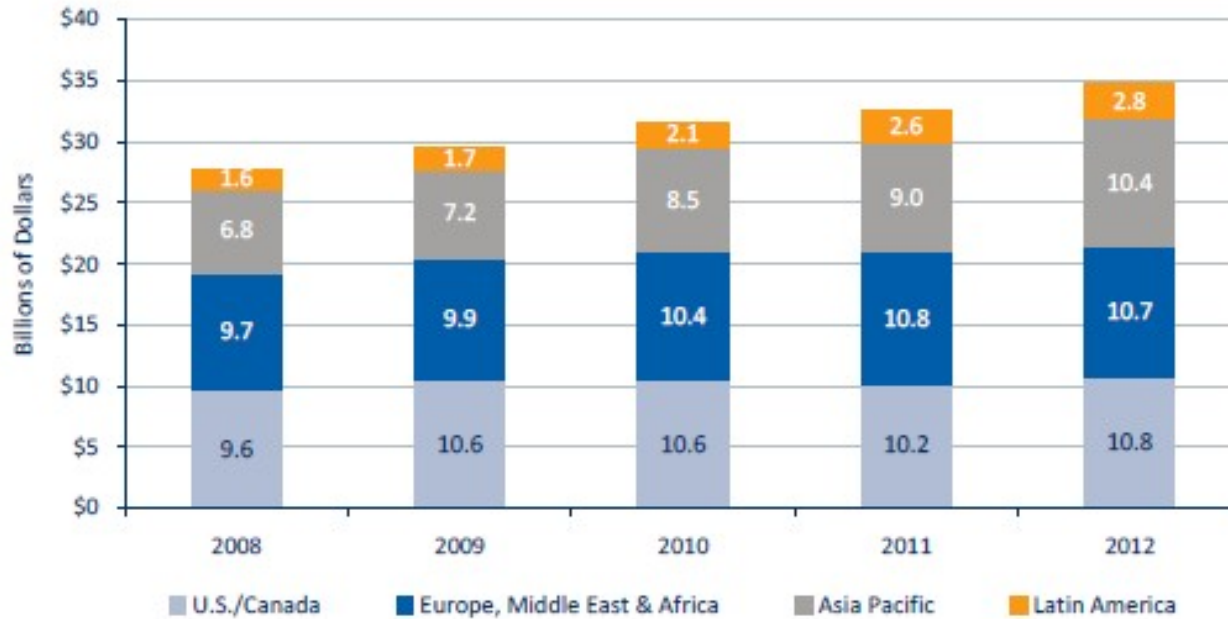
# REVENUE SOURCES & TIMING

## Typical Timing of Revenues Generated from a Film Post-Production



the US before hitting mainstream and international markets.

# GLOBAL BOX OFFICE GROWTH



	2008	2009	2010	2011	2012	CAGR
U.S./Canada	9.6	10.6	10.6	10.2	10.8	3%
Europe, Middle East & Africa	9.7	9.9	10.4	10.8	10.7	2%
Asia Pacific	6.8	7.2	8.5	9.0	10.4	11%
Latin America	1.6	1.7	2.1	2.6	2.8	15%
<b>Total</b>	<b>\$27.7 bn</b>	<b>\$29.4 bn</b>	<b>\$31.6 bn</b>	<b>\$32.6 bn</b>	<b>\$34.7 bn</b>	<b>6%</b>

# BAZODEE PRESS/ MEDIA



# Press/Media Con't

## "Bazodee" leaves audience head over heels\*

Published on Sep 26, 2015, 8:44 pm AST

By Nigel Telesford

Article

0 Comments

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The self-proclaimed "Happiest Man Alive", Machel Montano shared his mirth on the big screen finally, as he made his acting debut in the musical drama titled Bazodee, which premiered at MovieTowne during the trinidad + tobago film festival (ttff) this past week. The reigning Power Soca Monarch and Road March King leads an accomplished cast of locally and internationally-based actors through a 90-minute love story that's set in the midst of our annual Carnival celebration.

"All in all, this is a dream come true," said Montano to the packed hall, just prior to the exclusive premiere. "It says to me and to all of us that you should never give up on your dreams – put your heart and soul into it and be patient, but be passionate and do it with love! The word 'Bazodee' means to feel dazed, light-headed, caught up in a magical moment where you forget everything else that's going on around you... Basically, you're head over heels in love! So I want us all to get lost in this magical moment for this is our love and I'm sure we would all agree that our greatest love is ah Carnival. So let's all go Bazodee, please enjoy this film and thank you."

[www.newsday.co.tt/features/0,217585.html](http://www.newsday.co.tt/features/0,217585.html)

[www.trinidadexpress.com/20150926/features/8220bazodee8221-leaves-audience-head-over-heels](http://www.trinidadexpress.com/20150926/features/8220bazodee8221-leaves-audience-head-over-heels)

[www./features/interviews/making-bazodee/5094680.article](http://www./features/interviews/making-bazodee/5094680.article)

## Machel leaves audience 'Bazodee'

By Melissa Doughty Saturday, September 26 2015

**WHEN YOU** heard of Machel Montano acting in a feature-length film, one might not have been too sure what to expect.

But, like the music Montano creates, his first dive into the acting world, with the 90-minute, feature film, Bazodee, is a pleasantly surprising, feel-good movie that is a great diversion away from the everyday norm.

The Who's Who of TT turned out to the movie's red carpet premiere at Fiesta Plaza, MovieTowne, Audrey Jeffers Highway, Port-of-Spain, last Wednesday. Anthony "Chinese Laundry" Chow Lin On, cricket star Dwayne Bravo and Grammy- award winning writer Angela Hunte were among those present.

Coupled with tassa and pan, the leads of the movie- Kabir Bedi (Ram Panchouri), Kriss Dosanjh (Lokesh Kumar), Rahul Nath (Partiv Kumar), Vlamike Rampersad (Nikhil Kumar), Natalie Perera (Anita Panchouri) and Machel Montano as Lee de Leon — descended the escalator greeting the audience prior to the premiere.

The movie was directed by Todd Kessler and written by Claire Ince and produced by Ancil Mc Kain and Steven Brown.

At the opening the camera beautifully pans the Laventille Hills and Port-of-Spain and then shows Bedi (who acts as the father of Perera) on the Lady Young look-out purchasing some fruit.

The Caribbean, Bollywood- styled love story tells the story of, "Anita (as) the daughter of Ram, a secretly deep-in-debt businessman. About to marry a wealthy suitor, Anita meets a rugged soca singer, Lee, hired at the last minute to perform at her engagement party. Sparks fly, and soon the two have fallen for each other.

Nikhil, Anita's malevolent, future brother-in-law, notices.

# Machel Montano:



Mr. Montano is one of the most popular and successful performers within the Caribbean diaspora, which encompasses 28 Million people.

He has recorded several songs alongside many of Caribbean, Hip Hop and popular music's most successful acts, such as Lerone Guy of St. Anthony's College, Alison Hinds, Beenie Man, Calypso Rose, Burning Flames, Drupatee, Wyclef Jean, Canibus, Red Rat, Shaggy, Sparrow, Denise Belfon, Ken Marlon Charles (KMC), Destra, Walker Hornung, Vybz Kartel, Mohombi, G-Unit, Black Stalin, David Rudder, Buju Banton, Mr. Vegas, Doug E. Fresh, Pitbull, Busta Rhymes, Ariana Grande, Drupatee Ramgoonai and many others.

**In 2014 alone he performed to two sold out solo shows at Madison Square Garden in New York City. Bazodee is his acting debut, he is already actively promoting the film to his followers.**

Website: [www.machelmontano.com](http://www.machelmontano.com)

# MACHEL MONTANO IS POPULAR IN CARIBBEAN, UNITED STATES & CANADA

## Likes by Country

1. Trinidad & Tobago
2. USA
3. Canada
4. Barbados
5. UK
6. Belize
7. Guyana
8. Antigua
9. Jamaica
10. St. Vincent

## YOUTUBE Subscribers

Sept. 13/14 - 36.5 K  
Sept. 13/15 - 81.1K  
Up 44,627 - 122% increase  
in the past year  
27.2 Million Plays in the  
past year - (38 Million  
Lifetime)

## Likes by City

1. Port of Spain, TnT
2. San Fernando, TnT
3. Brooklyn, USA
4. Chaguanas, TnT
5. New York, USA
6. Bridgetown, BAR
7. Toronto, CAN
8. Arima, TnT
9. Georgetown, GUY
10. London, UK

## Top 5 Songs - Views

Like Ah Boss - 2.2 + 1.5  
= 3.7 Million Combined  
Party Done - 1.8 + 1.7  
= 3.5 Million Combined  
Remedy - 2.7 Million  
One Wine - 2 Million  
Endless Wuk - 1.5 Million

## Top 5 Songs - Views

Like Ah Boss - 2.2 + 1.5 =  
3.7 M Combined  
Party Done - 1.8 + 1.7 = 3.5 Million  
Combined  
Remedy - 2.7 M  
Wine - 2 Million  
Endless Wuk - 1.5 M

## Views by Country

1. Trinidad & Tobago - 33%
2. USA - 22%
3. Canada - 8.1 %
4. UK - 3.2 %
5. France - 2.8 %
6. Barbados - 2.7 %
7. Jamaica - 1.8 %
8. St. Vincent - 1.6 %
9. Bahamas - 1.5 %
10. Netherlands - 1.4 %

## SOUNDCLOUD

8.3 Million Plays in the past  
year - (8.3 Million Lifetime)

## Top 5 Songs – Listens

One Wine w/ Sean Paul  
ft. Major Lazer - 3.7 million  
Major Lazer - “All My Love  
Remix” ft. Ariana Grande &  
Machel Montano - 667K  
Like Ah Boss - 637K  
Remedy - 615K  
Party Done - 448K

## Listens by Country

1. USA
2. Canada
3. Trinidad & Tobago
4. UK
5. Germany
6. Netherlands
7. France
8. Mexico
9. Spain
10. Australia

## Listens by City

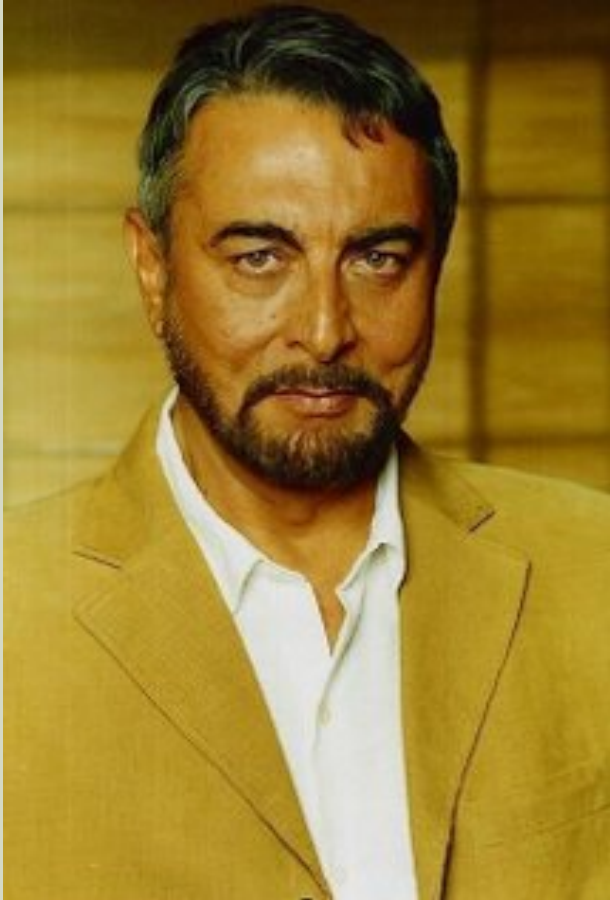
1. Brooklyn
2. Bronx
3. Manhattan
4. Toronto
5. London
6. Miami
7. Boston
8. Montreal
9. Baltimore
10. Philadelphia

# Female Lead: Natalie Perera



Classically trained actress, Natalie Perera, has played the legendary role of the Egyptian Queen from Shakespeare's *Anthony and Cleopatra*. A graduate of the Royal Central Drama College, UK, the prolific actress has other big stints under her belt such as Mukul Ahmed's "A Golden Age" and "Epidemic" at Southwark Playhouse. In regards to feature film work she is best known for "Der Koch" (2014) and "Mixed Signals" (2014).

# Male Second Lead: Kabir Bedi



Kabir Bedi (Punjabi: ਕਬੀਰ ਬੇਦੀ) is a well known Indian television and film actor. His career has spanned three continents including India, the United States and many European countries in three media: film, television and theatre. He is noted for his role as Emperor Shah Jahan in *Taj Mahal: An Eternal Love Story*. He is best known in Europe for playing the pirate Sandokan in the highly popular TV mini series and for his role as the villainous Gobinda in the 1983 James Bond film *Octopussy*. He is popular in Italy and is fluent in Italian.

# FILM COMPARISONS

Project ID	Film Name	Revenue			Producer Profit and Loss			
		Theatrical	Home Video and Digital	TV and Ancillary	Production Budget	Collected Revenue	Profit/(Loss)	Return on Investment
007	Once	\$23,344,056	\$96,472,525	\$8,799,052	\$150,000	\$45,243,748	\$45,093,748	300%
002	Monsoon Wedding	\$27,025,600	\$36,586,487	\$5,730,232	\$1,200,000	\$22,589,631	\$21,389,631	1833%
008	Sunday School Musical	\$0	\$3,737,387	\$256,794	\$250,000	\$1,753,843	\$1,503,843	601%
001	Save the Last Dance	\$122,244,329	\$154,892,653	\$26,751,357	\$13,000,000	\$83,511,115	\$70,511,115	538%
008	Slumdog Millionaire	\$384,519,665	\$168,678,155	\$46,310,254	\$14,000,000	\$88,702,282	\$74,702,282	531%
004	Good Bye, Lenin!	\$79,384,539	\$55,522,318	\$9,626,984	\$6,400,000	\$31,954,021	\$25,554,021	400%
008	The Visitor	\$19,174,817	\$36,113,160	\$3,922,026	\$4,000,000	\$16,798,773	\$12,798,773	319%
009	Crazy Heart	\$47,417,251	\$77,289,972	\$9,884,866	\$8,500,000	\$23,412,896	\$14,912,896	177%
007	The Namesake	\$20,288,774	\$50,509,937	\$4,143,126	\$8,500,000	\$20,276,510	\$11,776,510	136%
008	Definitely, Maybe	\$55,617,866	\$101,743,525	\$10,077,402	\$7,000,000	\$14,001,196	\$7,001,196	100%
012	Barfi	\$36,751,984	\$2,367,110	\$4,147,334	\$4,600,000	\$8,538,159	\$3,938,159	85%
005	Bride and Prejudice	\$25,269,040	\$40,270,232	\$5,507,754	\$7,000,000	\$10,856,672	\$3,856,672	55%
006	Marilyn Hotchkiss' Ballroom Dancing and Charm School	\$497,195	\$9,652,674	\$567,350	\$2,500,000	\$3,230,520	\$730,520	29%
009	St. Trinian's	\$29,830,239	\$21,907,768	\$5,855,323	\$11,400,000	\$12,490,286	\$1,090,286	9%
012	Jab Tak Hai Jaan	\$4,074,386	\$7,271,469	\$1,133,311	\$9,200,000	\$3,040,378	(\$6,159,622)	-67%
010	Kites	\$17,155,193	\$5,502,213	\$2,721,339	\$9,200,000	\$2,989,284	(\$6,210,716)	-67%
012	Trishna	\$1,148,956	\$5,845,926	\$160,574	\$2,000,000	\$625,333	(\$1,374,667)	-69%
005	Gory Gory Hallelujah	\$12,604	\$418,337	\$53,915	\$425,000	\$74,065	(\$350,935)	-82%
012	Da-reun na-ra-e-suh (In Another Country)	\$1,051,750	\$803,133	\$202,148	\$2,000,000	\$0	(\$2,000,000)	-100%
012	Sparkle	\$24,660,323	\$35,421,920	\$6,458,896	\$10,000,000	\$0	(\$10,000,000)	-100%



S E R A F I N I

**Serafini Releasing Team**

# SUSANNE BOHNET

Susanne was previously heading the U.S. office of Equity Pictures (Equity Pictures has been the second largest film fund in Germany), where she initiated strategic partnerships with U.S. producers, negotiated deals with financiers and talent, oversaw production and handled the day to day operations on behalf of the company. During her time with Equity Pictures, the company's annual investments grew from USD \$30 million in 2002 to USD \$155 million in 2004. Ms. Bohnet worked with Equity Pictures on films with budgets between USD \$2 million and USD \$55 million.

Prior to managing funds with Equity Pictures Ms. Bohnet was S.V.P. of Taunus Film in Germany, a subsidiary of Cinemedia KG, for whom she created a presence in the US. Cinemedia is a German company, which was very active in acquiring film rights for the German market as well as investing equity capital into major U.S. films. "What Women Want" (starring Mel Gibson and Helen Hunt) became the company's most successful Hollywood endeavor generating over \$300 million of box office and ancillary revenue.

Ms. Bohnet is a consultant for the Government of Trinidad and Tobago, assisting the growth of an Entertainment Industry. Ms. Bohnet's latest venture, which she spend the last two years on ,was putting a transparent distribution system in place by recruiting some of the most highly prolific people within the distribution/marketing entertainment space.

Below are listed some of the films Ms. Bohnet is, or has been functioning as a Producer/Executive Producer:

**"Untitled Caribbean Bourne Supremecy" Project, (2016), in development with Pras and Wyclef Jean (Fugees)**

**"FOR THE LOVE OF MOLLY", (2016) directed by Danny Leiner**

**"ONE NIGHT STAN" (2016), directed by Bobby and Peter Farrelly, currently casting**

**"THE WELL",(2015/2016) starring Uma Thurman and Al Pacino**

**"BIG SEXY" (2016), directed by Tim Hill (Alvin and the Chip Monks), currently casting**

**"NEW YORK I LOVE YOU" (2009), starring Scarlett Johansson, Natalie Portman Bradley Cooper, Ethan Hawke**

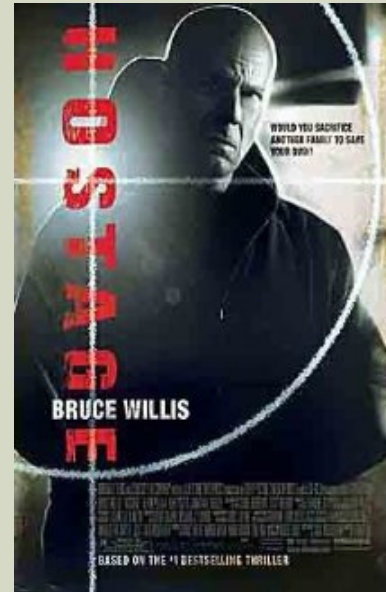
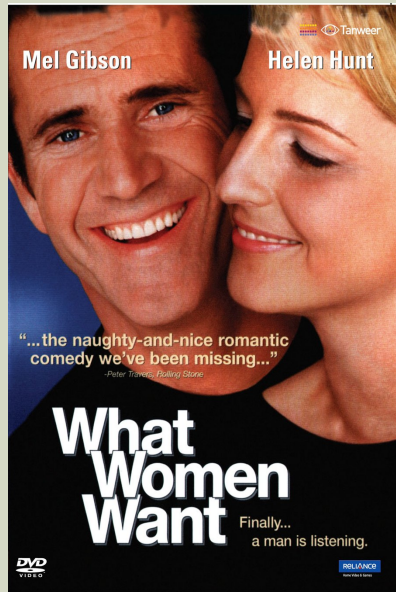
**"FLASHBACKS OF A FOOL" (2008), starring Daniel Craig**

**"HOSTAGES" (2005), starring Bruce Willis**

**"THE MATADOR" (2005), starring Pierce Brosnan, Greg Kinnear and Hope Davis**

**"WHAT WOMEN WANT", (2000), starring Mel Gibson, Helen Hunt**

# Susanne Bohnet



# MICHAEL RUDNITZKY

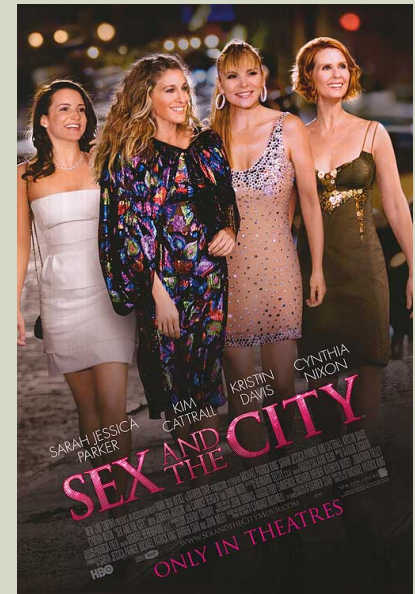
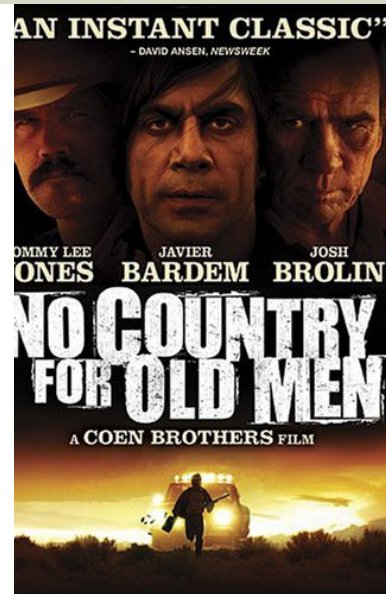
## Serafini's President of Distribution

Michael Rudnitsky is a distribution, marketing, and acquisitions veteran with over 30 years in the entertainment industry. Most recently, Mr. Rudnitsky was Executive Vice President of theatrical distribution at Alliance Films in Canada. Previously, he worked at MGM in Los Angeles and prior to that at Miramax Films in New York.

He has also held the position of Executive Vice President for the Weinstein Company, and has also had positions at Fox, Columbia, Cannon, and Triton. Mr. Rudnitsky has been involved with the marketing and distribution of several highly acclaimed and successful films. His career highlights include:

- "INGLORIOUS BASTERDS" (2009), starring Brad Pitt, Christoph Waltz, Diane Kruger**
- "SEX AND THE CITY" (2008), starring Sarah Jessica Parker, Kim Cattrall**
- "NO COUNTRY FOR OLD MEN" (2007), starring Javier Bardem, Josh Brolin**
- "THE AVIATOR" (2004), starring Leonardo DiCaprio, Cate Blanchett**
- "SHALL WE DANCE" (2004), starring Richard Gere, Susan Sarandon, Jennifer Lopez**
- "KILL BILL 1 AND 2" (2003, 2004), starring Uma Thurman, David Carradine**
- "COLD MOUNTAIN" (2003), starring Jude Law, Renee Zellweger, Nicole Kidman**
- "CHICAGO" (2002), starring Renee Zellweger, Catherine Zeta-Jones, Richard Gere**
- "HERO" (2002), starring Jet Li, Zhang Ziyi, Maggie Cheung**
- "IN THE BEDROOM" (2001), starring Tom Wilkinson, Marisa Tomei**
- "BRIDGET JONES'S DIARY" (2001), starring Renee Zellweger, Hugh Grant, Colin Firth**
- "CHOCOLAT" (2000), starring Johnny Depp, Juliette Binoche**
- "SHAKESPEARE IN LOVE" (1998), starring Gwyneth Paltrow, Joseph Fiennes**
- "LIFE IS BEAUTIFUL" (1997), starring Roberto Benigni**
- "SCREAM 1,2, AND 3" (1996, 1997, 2000), starring Neve Campbell, Courtney Cox**

# Michael Rudnitzky



# MATTHEW COHEN

## Serafini's President of Marketing

Since 2006 Matthew Cohen has consulted on or created and overseen the advertising or marketing campaigns for numerous films , from independent releases to mainstream Hollywood features. Some of these titles include:

**SILVER LININGS PLAYBOOK**

**THE INEVITABLE DEFEAT OF MISTER & PETE**

**RUSH**

**THE ARTIST**

**PEOPLE LIKE US**

**THE KING'S SPEECH**

**CORMAN'S WORLD**

**THE ORANGES**

**THE IRON LADY**

**CHASING MADOFF**

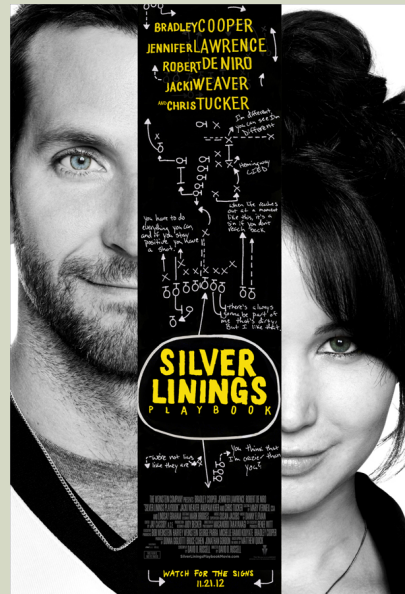
**HAIRSPRAY**

**THE CURIOUS CASE OF BENJAMIN BUTTON**

From 2005 – 2006 Matthew was Executive V.P of Marketing at The Weinstein Company.

Current references include **The Weinstein Company, Universal Pictures, Playground Entertainment, iDeal Partners, Radius-TWC, Park Avenue Armory and Paramount Pictures.**

# Mathew Cohen





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