

# INDO-AUSTRALIAN

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# B U S I N E S S

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***Dear Readers,***

Greetings. Indo-Australian bilateral trade has been growing steadily, thanks to the efforts of both countries in boosting their respective policies to mutual benefit. In fact, special mention must be made about Austrade, the business facilitating agency of the Australian government, which has been doing a yeoman's service in promoting bilateral trade. The current issue of Indo-Australian Business carries an interview with Austrade Managing Director Peter O'Byrne who was in India recently. We also present an exclusive interview with the newly-appointed High Commissioner of Australia to India, John McCarthy, who touches on most issues of mutual concern from bilateral trade to terrorism. Roger Oakden of REN Services, Australia, who provides consultancy on supply chain logistics, has highlighted the importance of logistics as a high-growth sector through a presentation. Infrastructure consultancy is as important as logistics and we have a write-up on Macknight Infrastructure P Ltd, whose services extend to mining, transportation and ports. Australia's Ex-Consul General Shabbir Wahid is a man of many facets and the Business Arts and Cultural Society of India and Australia (Bancsia) is one his initiatives. Bancsia President Gabriel Pillai talks about the expanding role of the organization. The current issue highlights two fast-emerging sectors of the economies of both India and Australia – entertainment and tourism. In India, entertainment largely centers on making movies and television serials and is symbolized by Bollywood. The Indian film industry, which is forever looking for exotic and pristine locales to mainly shoot the song sequences and the newly emerging crossover movies, found Australia eminently suitable for its requirements. Australia is a vast island continent of diverse climates; from parched deserts to green, rolling hills, from rugged mountain peaks to wooded forests and an endless coastline dotted with beaches covered with silver sands. Realizing its potential as one of the hottest destinations for film-making, Australia has developed full-fledged infrastructure to meet the international standards of film-making. Most of the Australian locations, which are dream destinations for filmmakers, also double up as tourist haunts. The current issue carries separate write-ups on Australia's states as well as territories – all combining to make the continent one single destination for filmmakers looking for different locales. Then we have an interview with Bahman Marzbani, Managing Director, Zeeman Wines on his company's foray into India. We are also carrying an interesting newsletter from Invest Australia about the growing inward investment in that country. Plus we have our regular features. .

Wish you happy reading,

A handwritten signature in blue ink, which appears to read 'Satya Swaroop'. The signature is fluid and stylized, with a long horizontal stroke extending to the right.

***Satya Swaroop***

Managing Editor

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# The 21st century belongs to Asia & the Pacific...



John McCarthy

The Newly-appointed High Commissioner of Australia to India, **John McCarthy**, has the experience of working with varied cultures and nations throughout the world including Japan, Indonesia, US, Thailand, Mexico and Vietnam. Born in Washington D.C in 1942, he was educated at Cambridge University and received Master of Arts & Bachelor of Law degrees. He is a Barrister-at-Law and practiced in London (1965 - 1966). He worked with the New York Law Firm of Sherman and Sterling from (1966 - 1967) and joined the then Department of External Affairs in 1968.

At a welcoming function in Mumbai organized by Austrade recently, Mr. McCarthy shared his views on the potential of the Indian economy and issues pertaining to bilateral trade between India and Australia and other international concerns with **Rojita Padhy**. Excerpts:

## The developments marked in the Indo-Australian bilateral ties ...

There has been a good relationship between Australia and India since Indian Independence. Both are a part of the Commonwealth plus other common interests like Cricket, which you should not underestimate. However, what you are seeing now is a huge interest in Australia about India. This is in a large part for economic reasons. It is fascinating that in our most recent figures, India is our seventh biggest export market. That may not hold but it is a significant change. We are infact the eighth biggest investor in India. These are all quite important statistics. They seem to suggest that there is a stronger relationship based primarily if not exclusively, on economics. The other issue of interest would be India's increasing interest towards East Asia, which is our traditional neighborhood. Indeed, the East Asians are showing interest in India participating in East Asian regional architecture. This was made clear recently



by the attendance of the Indian Prime Minister, Dr. Manmohan Singh, at the ASEAN Summit at Vientiane.

### **Areas of collaboration...**

When you talk about economy, it is both trade and investment. Beyond that clearly there is room for greater political interchange. We hope that both our Foreign Minister and Prime Minister will visit India this year. I do not think you should discount the importance of people to people exchange and of course, education is something very important. Australia is now the third biggest destination for the Indian students wishing to travel abroad.

### **Measures to be taken by the governments of India and Australia to combat global threat of terrorism...**

There is already a degree of co-operation between Australia and India in combating terrorism, exchange of information, exchanges of intelligence and so on. There is value in discussing global and regional policies to counter terrorism.

### **Having served in countries with developed and developing economies, how would you define the role of both in being a part of the global economy?**

Both developed and developing countries are a part of the global economy because the global economy consists of both. Therefore, it is self-evident. Globalization facilitates a much greater flow of information. Developing countries acquire the technology to take the greatest advantage possible of globalization, and India is at the forefront amongst all other developing countries in information technology.

### **Of your earlier postings, which culture was the most different?**

I have worked with people from varied cultures. All cultures are different. All are interesting and unusual. However, I think the most unusual culture for me was most probably Japan. However, they are all different. US culture is much more a comfortable one for Australians because we speak the same language. If you do have the same language, it takes you a long way towards understanding each other's countries.

### **The efforts by the Australian government to mitigate the effects of the latest disaster (Tsunami) that struck and Australia's preparedness towards such eventuality...**

The efforts of the Australian government have been significant. Apart from the 60 million AUD, which we

announced immediately for the relief efforts that is roughly 45 million US\$. The Prime Minister announced in January one billion AUD which is something like 800 million US\$ for Indonesia for 5 years. Most of it will go to Aceh and the adjacent areas. We have an effective disaster management system. We have to deal with typhoons, bush fires. However, we are strongly supporting new centers that are working for the Tsunami affected people. The way we have implemented systems in the Pacific we would like to see also in the Indian Ocean. India has some effective disaster management systems. You are a huge country with huge population; you have to have that capacity. I am sure; Australia will be most willing to share its own experience but equally we could learn from India as well.

### **One concern that India needs to meet first, if she were herself an economic power...**

Though I am not an expert on this, what I feel is important for India is the infrastructure. It needs to have a good road system around the country. Better Air transport system. Education remains important. Even if India is a highly educated country, there is high illiteracy in the rural areas. This you do need to overcome. The water distribution system also has to be improved. We in Australia also have massive problems in water management and salinity.

### **The South East Asian countries are predicted to occupy the center stage of world economy, within a span of few years time. What is your view? What role do you think India will be playing in this context?**

I think the 21<sup>st</sup> century is turning out to be the century of the Asia and the Pacific whereas the 20<sup>th</sup> was the century of Atlantic. The diplomatic and economic activity is moving towards the east. The most significant feature will be the rise of China and India.

### **Any particular experience you would like to share during your tenure in various countries around the world.**

The only thing I could say is I never stopped learning. The more I meet people, the more I realise how little I know. I am here to learn.

There is enormous interest in Australia towards what is happening in India. Australians appreciate the fact that India has finally begun to realise the potential it has and it is interested in assisting India to realise that potential and working with India.



# Austrade- Linking Businesses for Mutual Benefit



**“This is not my first visit to India but yes in this role this is my first visit to Mumbai. And it is always a privilege to visit such a vibrant, growing and important part of the world.” says Peter O'Byrne, MD, Austrade during his recent visit to India. In an interview with Rojita Padhy, he speaks about the operations of Austrade, its achievements in establishing links between Australia and India. Expert:**

## Visit to India...

It is a wonderful opportunity for me to come here and meet Australian businessmen who are working in India and Indian businessmen who have an interest in doing business with Australian companies. Because it is a time when there is a growing interest in building up the commercial links. And it is important that we make these introductions and we help this business develop. My visit is an opportunity to meet Indian businessmen, to encourage them to build the contacts with Australian companies. Also, it is an opportunity for me to hear first hand about the changes and the growth so that when I go back to Australia I can share

those experiences with the Australian companies.

## How has been Austrade's operation in India since you opened your first office here?

Austrade is an operational business

owned by the Australian government which serves to link Indian businesses with Australian businesses. Our people are very committed to making those connections and to see the business take place. I have been very impressed in this visit. The commitment and energy could lead to making those contacts.

## The role of Austrade...

Austrade is a trade facilitator. It makes linkages between companies from different countries. In this case we are trying to introduce Australian companies to companies in Mumbai and we are trying to find companies in Mumbai who could be benefited out of the Australian companies. We are an operation owned by government that makes links.

## Discuss the success stories of Austrade and future plans.

The success of Austrade are the success stories of its clients. Everytime an Indian company and the Australian company do a new deal where the trade commissions helped, there is the success story. We set out to make the clients and make a deal, then we feel that we have done a good job. In future, we are trying to bring together both the countries and build up the links. And also except more companies to get involved and more deals being done.

## Before coming to Austrade, you have been the board member of Export Finance and Insurance Corporation and a member of the Trade Policy Advisory Council. According to you what kind of a trade policy is suitable for encouraging more of business exchanges between India and Australia?



Peter O'Byrne, inaugurating the new Austrade office in Mumbai

As a part of the trade commissions and handling the role of Managing Director, I am a member of the Export Finance Joint Corporation and Trade policy. Put those three together, all these roles are seeking to build business linkages. One of the important things is to encourage people from different societies to meet, understand rules and to talk about how business could be done. We act in building those connections. That's the most important of all the roles.

### **Which are the areas where Australia and India can collaborate?**

There are strong connections between two countries already. But lot of them are in commodity areas like coal, wool. But there are other areas as medicine, tourism and some others which are services like education. We intend to continue doing the commodity trade and also build up other areas.

### **What are the promotional activities of Austrade to facilitate trade between India and Australia?**

The trade commission does activities of all kinds in many countries. But its core business is to get to know individual companies. We encourage them to come and meet the Austrade staff, tell them what their needs are and allow us to work for them. The core of the business is that.

I think it is a time when business relations between Australia and India are providing enormous opportunities. This is the time to look again and build the linkages.



### **Don Cairn's views on the visit of Austrade's MD to India:**

We had few interesting meetings in last few days. We also met the officials at Bombay Chamber. There were 45 companies present in that meeting. We were able to give them some ideas about the

Australian product and services. We also went up to Amby Valley, which was designed by an Australian and houses were built by an Australian. We met the Australian companies like Qantas, Fosters and Kangaroo Kids here. During his visit, Peter has got a chance to see what we are doing here. So, its been great to have the chief of Austrade. And now he understands what we are trying to do in India.

## **Bancsia's Seminar on Visa and Immigration Laws of Australia**

To popularize the Australian Visa, to establish links between Australian and Indian businessmen and to facilitate the transaction between two countries, Bancsia (Business Arts and Cultural Society of India and Australia), organized a seminar on 19 January in the World Trade Center, Mumbai. The topic of discussion was the Visa and Immigration facilities of Australia and the rules regulations involved in it.



Susan Pullar, the Immigration Officer and Don Cairns, the Consul General addressed the seminar and all the members of Bancsia attended it. The seminar began with a presentation by Don Cairns and then a detailed presentation by Susan Pullar, solving all queries of the attendants related to the immigration laws and visa facilities. The main attraction of the seminar was the 456 and 457 visa policies. The seminar ended up with thanks giving by President of Bancsia, Gabriel Pillai. He also assured that Australia is the most visa friendly country and a big seminar will be held very shortly to welcome the businessmen to visit Australia.



# Tsunami Relief Efforts Of Australia: Touching Hearts Of Millions



**Shabbir Wahid**, ex-consul general of Australia in India and currently Project Consultant, Asia World Shipping Services Pty Ltd, in a write-up below states the efforts of Australia to help the victims of the devastating Tsunami which struck the coastlines of the South Asian region on 26<sup>th</sup> Dec 2004.



## Mr. Shabbir narrates...

It is 11.59 on a sunny summer's day in Melbourne. The temperature is in the pleasant mid twenties and being a Sunday, people are about their usual outdoor activities, on the beach and in the city, or at home and in the shops. The first sign of this being a time for something different is when the trams stop running, all TV programs stop screening their scheduled programs and shop attendants pause in their usual routine. It is Sunday, January 16, when all of Australia came to a halt for a minute of silent contemplation and prayer for the victims of the Boxing Day tsunami that brought so much terror, destruction and devastation to so many.

This moment of silence only echoed the seemingly unending cry for help from people who had lost their not just friends and relatives but their livelihood, their dignity and their self-respect. People who could no longer smile or could no longer see beyond the moment.

**The people of Australia have responded to this cry with genuine concern, sympathy and generosity.**

My phones started running hot from that evening Melbourne time just a few hours after the disaster struck. The initial calls were mainly

from the community members calling to see if I had caught up with the news. Then came the calls of sympathy, condolence, commiseration and offers of support not just from the Victorian Indian community but also from all sections of the broader population. In between these were our own calls to friends, families, and colleagues in the affected areas to check on their welfare and that of their friends and families.

Over the following days, we were all numbed by the extent of the disaster and remained in a state of shock & horror as images and details of the devastation brought the pain, the hopelessness and the suffering into our homes. Everywhere that people gathered, in homes, in mosques, in temples and in churches there were prayers for the lives that were lost and the lives that had survived. A common intent to help in any way possible united the whole community and the whole country.

With the realisation of the extent of the devastation came the knowledge that the rehabilitation and the reconstruction process would be required for many months to come.

The first call for a co-ordinated and united relief effort amongst the affected communities in Melbourne came from the Lord Mayor of the City of Melbourne, John So. A hastily arranged meeting was





held at the Council Chambers on January 31, 2004. It was attended by members of the diplomatic corps and leaders of the community groups from the affected countries as well as representatives from state and federal governments. The **Federation of Indian Associations of Victoria** (FIAV) took a lead role in representing the efforts of the Victorian Indian community.

In his opening statement, the Lord Mayor expressed his “absolute sympathy and deep condolences to all people affected by the tsunami in Asia.” The meeting was preceded by the signing of a condolence book by all representatives of the diplomatic corps. and the community organizations. He also announced that the City of Melbourne had allocated \$500,000 in support to the relief effort. “The Melbourne Town Hall would also be made available free of cost for the hosting of community events and fundraising activities for those in need,” he said. This was in addition to the \$35 million that the Federal government had committed at that time and the \$1.5 million from the Victorian Government. From that modest start, the Australian Government has pledged a billion dollars in aid and the people of Australia have donated over \$300 million to the relief effort.

This was perhaps the very first time that all these communities of the Indian Ocean Rim had got together. By the time the second meeting was called, these community representatives had exchanged fund raising plans and there is continued discussion of organising a multi national aid concert reflecting the diverse culture and heritage of the affected countries.

The Office of the Premier, Government of Victoria also organised a meeting of community leaders on January 10, 2005 to outline the response of the Victorian Government. There was a further meeting on January 17 to announce a \$10 million disaster reconstruction fund.

If one is permitted to say that something good has come out of this disaster, it is the fact that it has united the communities in Victoria to share information and work together for the benefit of humanity in the entire affected area. The intent to assist has broken through barriers of race, religion and nationality.

On Sunday January 23, I had the opportunity to attend a multifaith memorial service organised by the Melbourne Sri Lankan community. There were readings from the Old and New testaments, Buddhist chanting, verses from the Holy Quran, the Bhagavad-

Gita with consular representatives from the various countries lighting candles in memory of the lives lost along with representatives from State and Federal governments and the Opposition.

### **A true coming together for a humanitarian cause.**

At a FIAV, supported SBS radio telethon for relief efforts in India, the community donated a sum of over \$140,000. While there were many generous donations by business and individuals, I will always remember the call I took from Abhishek (name changed) who said he was only 10 years old and wanted to donate his pocket money savings of \$30.00 because “they need the money more than I do”.

As long as there are such Abhishek's in the world there is perhaps some hope for the human race.



Only yesterday, the FIAV participated in the Australia Day Peoples march down the main street of Melbourne along with some other 50 odd ethnic groups. The march comprising of Victorians of Indian ethnicity was made up of adults, children and senior citizens. All participants wore black armbands in memory of the tsunami victims and marched to the cry of Vande Mataram, and the Ozzie, Ozzie Ozzie chant.

Undoubtedly, the need to restore hope, faith and the means of livelihood to those most affected is a long-term need. The FIAV is cognisant of this fact and will be organising a series of fund raising events right through the year. The money collected will be used for targeted projects in Southern India and the Andaman and Nicobar islands.

# Logistics Market Awaiting A Thrust



Among the three major sectors, which are predicted to be the next, booming industries, logistics is the most interesting and less discussed one. Engulfing a huge potential in it, the logistics sector is subjective to change. **Roger Oakden**, who provides consultancy on supply chain logistics, education and the owner of the REN services, Australia, was in a visit to India recently. The purpose was to address workshops on “How logistics could be helpful in improving the Return on investment”. The presentations organized by the Indian Business Academy, was to be held in Bangalore, Chennai and Mumbai. Apart from this, the other purpose was to promote the services provided by REN Services.

**In an interview below, he throws light upon the logistics market and its future:**

**Workshop in Mumbai and the association with the Indian Business Academy:**

19<sup>th</sup> Jan was the first day of the two-day workshop, which I had presented in Chennai and Bangalore. The title of the presentation is “**Improving your ROI (Return On Investment) through logistics**”. The approach has been that often companies see logistics as a cost. Therefore, they look to reducing the cost. This is not a bad thing to do, however in fact, they are missing the major opportunities of using logistics as the strategic advantage for the organization and looking at it from a strategic point of view rather than seeing it from the physical point of view. My work is to make the participants think strategically about the logistics challenges. The participants are from industrial concerns belonging to international and Indian companies including executives from the logistics service provider for multi national and domestic companies. Therefore, it is a good mix and we had some lively discussions. I have undertaken these similar workshops in India in previous occasions that were in conjunction with RMIT University and working through a system of Austrade.

**Q: What is the purpose of your visit to India?**

It is three fold. One is to help the Indian Business Academy in the work that they are doing in promoting our education. It is to

promote the services that I offer in consulting education. Also to help the participants in their workshop of two days in Mumbai and Bangalore.

**Q: How are you associated with the logistics industry?**

I have been associated initially as a Senior Executive in the industry then as a consultant to the industry specializing in logistics and procurement areas and finally as an educator and programme manager for the Masters of Logistics programme at RMIT University in Melbourne. We have also presented the programme in Singapore, Hong Kong and Shanghai. Therefore, these are my long years of involvement with the logistics industry.

**Q: What trends do you mark in the Indian logistics sector in comparison to the Australian market?**

I have not done an in-depth research between the logistics industries of both the countries although my comments would be based merely on observation. So, one has to say it is obvious that the two countries are just very different and the logistics are also going to be totally different from each other. The logistics is adapted to suit the needs of both the countries. My role is to bring some challenging thinking and ideas to India for the people to consider the importance of logistics much more than the physical movement of the product but actually think of the business structure and opportunities that lies behind the whole movement

**Introducing a course on logistics in Indian Universities:**

**In past years we have had discussions with the Universities here for some form of association but for some reason or the other eventually they never progressed. So, this visit has been under the guidance of the IBA (Indian Business Academy) and we are discussing the potential of IBA in establishing such a programme. The potential is there.**



and storage of the product.

**Q: India is being touted as 'Destination Future' for the logistics service providers all over the world. How do you think are the players in the market are repositioning themselves in both economies?**

Australia moved into logistics some years ago. The companies decided to outsource to logistics providers at an early stage are now finding there may not be the requirement of a complete outsourcing service. We are finding evidence in Australia of companies who are in-sourcing all the management aspects but leaving the physical on contract. Therefore, the major logistic service providers coming into India, I believe are here mainly to serve the MNCs who are looking for a complete outsourcing service. Many Indian companies, who go through the similar process where the Australian companies did, may be adopting total outsourcing and then after that they can in-source again. Therefore, it is a volatile situation in both countries, in fact around the world. The uptake of outsourcing as a concept differs from country to country depending on domestic situations. Only MNCs have a global view, and therefore there should be a global approach.

**Q: Discuss the international trend in the logistics industry?**

The basic trend, I believe is continuing to change, over the years. There is a not of right way to undertake logistics. The design of logistics and the process depending upon the requirement of the countries business, politics, geography of the country, the nature of competitors and also changes in the market place. I advise the participants of my workshops that the logistic plans to be reviewed every three years. Because the world is changing so much that, a particular trend does not exist. There are multiple trends.

**Q: Which are the areas of logistics where there is possibility of collaboration between India and Australia?**

Some of the logistic service providers in Australia have experience within the Asian region having operations in Thailand, Malaysia and to the gulf areas. So there is an opportunity to have ventures where the managements are of more multinational types. Also, Australian companies have experience of developing the IT companies in the logistics sector. These companies can not only provide expertise while designing but also while implementing for the service providers in India. That is how I see the main linkage. The areas that I have looked at in are called the cool

chain. There is a major lack of infrastructure facilities in India for the transportation and storage of products that require refrigeration. In Australia, we are habituated to the hot and arid, tropical climate and knowledge in that area could be transferred to establish major cool-chain operations in India. In commercial areas in particular, the cool chain is a major area of potential. Management of disasters is an area where Australia might not have experienced much. We have the response capability and infrastructure to provide that know how to assist India in that area.

**Q: A recent survey shows that apart from Automotive and Insurance, logistics is one booming industry. Comment.**

There are ups and downs in all of the industries. This sector is maturing. Logistics like many other areas of industry, had gone through the high time before inventing new terms on a very regular basis. However, people are still learning basics. I think lot of the basics are understood by now and there is time for understanding and consolidation. The meteoric growth of logistics still has potential. The major companies of the world seem to become very dominant and unlikely to be challenged by any country based organization or region. Smaller companies could get specialized in their areas. There would be a period of consolidation in each country and the consolidation at global levels.

**Q: What are the challenges of this field and how the governments could support your services?**

The challenges for both the sectors of the major countries are that the medium sized businesses are not involved in the logistics thinking at all. So there is a major education need for small and medium sized industries to become aware. The government could play that role. Australia, at state and national levels should involve this activity through industry based grouping of working with the government. The other role of government is to facilitate infrastructure. Not necessarily doing it itself but facilitating these activities like port handling, development of Intermodal capability between one and another. An example of this could be, Melbourne facilitating the movement on the road and the bridge. This is going to give a major improvement in moving containers.

**Q: Maintaining a balance between teaching at the university and handling REN Services.**

I just recently have retired from the University so it has become easy. I can concentrate on REN but I continue to provide lecturing services to the university and other education organizations as well.

■

# The Indian entertainment industry gears up for an all time high



**The Indian film industry is the world's largest in terms of the number of movies produced. In 2003, the industry churned out as many as 877 films in different languages, earning a revenue of Rs 45 billion (around one billion dollars). According to some estimates, the film industry's earnings may touch Rs 100 billion (more than two billion dollars) by 2007.**

## **The export potential of the Film Industry in India:**

According to a report by the Export-Import Bank of India Dec2004, the entertainment industry is going to see an all time high by the end of 2007. The film sector got the recognition of an Industry just recently. And since then the eyes of financial analysts, researchers of the sector are set on the performance of this industry. International market for Indian film industry consists of theatre, video and television. This market has become increasingly lucrative for Indian producers, with some films realising 25% to 30% of their total proceeds from these markets. Indian film exports is estimated to have reached Rs. 5.25 billion in 2001. Markets like USA and UK have contributed particularly

to the revenue growth of the industry; in the last five years, five films crossed revenues of US \$ 2 million in USA and UK. Besides, other territories such as **Australia, Canada, Japan, South Africa, Mauritius, New Zealand and the Middle East** are fast becoming important markets for Indian films.

More number of films are expected to garner such high revenues with increasing demand for Indian films in markets like UK and USA. The KPMG-FICCI Report on Indian film Industry estimates that there are over 10 million households of Indian origin in the world. If these 10 million Indian diaspora households have an entertainment expenditure of even 1 %, it would give an estimated market value of US \$ 4 billion.



Crossover Indian films - films of Indian theme with international appeal- are increasingly becoming popular and successful. Though the crossover films may not be classified as Indian films, there are pull factors that create global acceptability and positive impact on Indian mainstream films, which would help increase export revenues.

## **Potential of the sector:**

The industry is highly fragmented, with many new players entering the business. However, large players, who have been successful over a period, dominate the industry. These players have rich experience in managing all elements in the film value



chain.

The technology of filmmaking in India is considered one of the best in developing countries. The industry is increasingly adopting digital technology from high-end digital cameras and graphics equipment to state-of-the-art studios and post-production facilities. Corporatisation of the industry is taking place slowly with the growth of professional management and accountability. The business structure is also being transformed and thus the value chain in this industry is being evolved through institutionalization of best practices across different film making processes. There are opportunities for foreign investment in projects, production houses, film and television studios and film facilities, especially post-production, distribution and exhibition stages. Signing of co-production treaties with prospective countries would increase marketability of Indian films in international markets. The treaty could also include co-operation in transfer of animation and film production technologies.

### Challenges

Despite usage of hi-tech production techniques, Indian films are considered high cost ventures. It is felt that there is significant scope for reduction in overall costs of film production through structured planning and better economies of scale. Industry estimates that reduction of production cost by 25% would save over Rs. 6200 million for the industry.

Piracy is the major problem facing the industry. The industry incurs huge loss every year due to piracy. To combat this problem, the film and cable industry have recently entered into a formal Memorandum of Understanding. Another significant problem of the industry is multiplicity of government agencies to deal with various affairs of the industry. One central promotional agency to deal with all matters related to this industry would remove structural hassles. With corporatisation, institutional film financing has started recently. However, the industry is largely dependent on private funds.

The Indian film industry is in the process of taking the initial steps towards realizing its potential of becoming a formidable player on the global entertainment canvas. The industry needs to be receptive to adapt and institutionalize business processes, which would enable this transformation. Exim Bank's foray into supporting the services sector (in addition to software, BPO sectors) has been with the entry into financing of the entertainment industry, which has huge export potential.



A u s t r a l i a

The company now known as Panavision Asia Pacific has operated as Asia Pacific's premier supplier to the film and television industry for more than 25 years. Samuelson Film Service merged with the John Barry Group in the mid-eighties and traded as the exclusive Panavision agents for the region under the name Samuelson Film Service. In May 1997 the Samuelson worldwide film group was purchased by Panavision Inc. and Panavision Asia Pacific was born.

Panavision Asia Pacific is the only rental company able to supply: Panavision, Arri, Aaton, Photosonics and Moviecam cameras; plus a comprehensive range of lenses, accessories and 50', 30' and 15' SuperTechno telescoping camera cranes. Together with our lighting, audio and sales divisions, we can service productions of any size, anywhere in the region.

As part of the Panavision group we form part of the global network that supports productions shooting in any location around the world and provide the expertise and technical backup to ensure the production runs smoothly.

Employing more than 120 staff, we have offices in: Sydney, Melbourne, Queensland, Auckland and Wellington. We also operate via a network of agents covering South East Asia and Japan. Recent credits include: Stealth, Peter Pan, Scooby Doo, The Matrix Revolutions & Reloaded, Moulin Rouge!, Farscape, Star Wars: Episode II and Mission: Impossible II.



#### Cameras and Cranes:

TEL +61 2 9436 1844  
FAX +61 2 9438 2585  
cameras@panavision.com.au

#### Lighting:

TEL +61 2 9697 7000  
FAX +61 2 9697 7100  
lighting@panavision.com.au

## Filming in South Australia Exotic, Yet Economic

*From Burning Deserts to  
Lush Green Hills*

**From pristine beaches to the harsh, yet breathtakingly beautiful outback, producers can find it all within a short distance from South Australia's capital city, Adelaide.**

The size and range of climatic zones mean that South Australia can provide locations ranging from the rich green pastures of England to vast uninhabited deserts and out of these world 'Mars-like' environments. South Australia is renowned for its accessibility and to make life even easier for Producers, the South Australian Film Corporation (SAFC) offers a free and confidential locations service to help find the exact locations productions are seeking. The vast range of Productions filmed in South Australia is testament to the sheer diversity of locations available in the state. South Australia replicated the surface of Mars in ***Red Planet***, doubled for the Mojave Desert in ***Disappearance*** and it passed as an African veldt in ***Breaker Morant***. The desert vistas and rugged peaks of the Flinders Ranges doubled for Turkey in ***Gallipoli*** and the Middle East in ***Stealth***. Phillip Noyce, acclaimed Director of ***Rabbit Proof Fence***, which was shot in the Northern Flinders Ranges stated, "South Australia is blessed with a wide variety of locations, from parched desert to green rolling hills, intensely wooded forests and intact period urban locations. As well, the state has a reservoir of technical support talent in all areas, including sound mixing, dialogue recording and editing".

Despite its arid heart, the southern part of the state enjoys a temperate climate and produces almost half of all Australia's wine. But the rustic beauty of rural South Australia is not limited to ordered rows of vineyards. The highly popular television series ***McLeod's Daughters*** that now airs in over 100 countries worldwide, features picturesque towns & lush pasture land all located within 40 minutes of the capital city, Adelaide. Beautiful beaches &



dramatic coastlines are yet another major drawcard to South Australia. With 3,700 kilometres (2,300 miles) of coastline; television, film & commercial producers are always able to find the right coastal location to realise their vision.

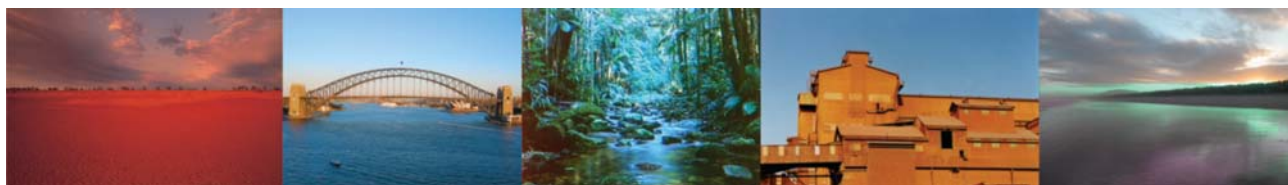
One of the South Australian Film Corporation's most recent investments **Wolf Creek**, which premiered at Sundance in January 2005, features South Australia's amazing sunsets and endless stretches of uninterrupted outback roads. Producers travel from around the world to take advantage of South Australia's winding country roads and long stretches of sealed roads winding through dramatic landscapes for driving sequences and car commercials.

South Australia has a 'Mediterranean' climate in the settled southern regions with mild, wet winters (Aug, Sept and Oct) and hot, dry summers (Dec, Jan, Feb). The climate becomes more desert-like in the north of the state with hot summer temperatures and mild winter days. Usable daylight hours vary from around 16 hours in the height of summer to 10 hours in the middle of winter.

Scott Hicks, Director of the Academy Award winning **Shine** summed it up when he said 'from a financial perspective, shooting in Adelaide is economical. You can shift locations and shoot in two or three locations in one day. In any other city, that is just impossible'.

Filming in South Australia means outstanding quality for Independent Filmmaking. The South Australian Film Corporation (SAFC) provides a range of industry incentives for feature films as well as the free and confidential Locations Service. South Australian actors and film crews are renowned for their experience and expertise. South Australia also hosts a number of world-class post-production companies as well as the excellent facilities and soundstages at the SAFC Studios. The SAFC facilities include two sound stages with production offices and work areas for make-up, wardrobe and art department. Post-production facilities include a Dolby digital film mixing theatre with a Harrison Series 12 audio mixing console, plus facilities for orchestral recording, post-sync and foley. All are available at extremely reasonable rates.





**New South Wales locations vary from sun-drenched beaches along the Pacific coastline, rugged escarpments of the Blue Mountains and arid red soil plains of the west, to lush forests in the north and the snowy grandeur of the Australian Alps in the south. They are as diverse as the moonscapes of Stockton Beach sand dunes and the post-apocalyptic desert in outback Broken Hill to the rolling green meadows of the Southern Highlands and miles of wheat fields to the west. And over this amazing variety stretches the brilliant blue of Australian skies.**

Sydney, situated on one of the world's most beautiful harbours, is Australia's largest and most cosmopolitan city. It is best known for the Opera House, Harbour Bridge and its magnificent beaches. With a population of over 4 million people, Sydney's easygoing character and friendliness have captured the world's imagination.

Sydney is the heart of the film and television industry. Its confidence and dynamism are reflected by the increasing number of international productions being shot here, making Sydney a major destination for international filming and the fastest growing destination for offshore US films.

Sydney is the centre for all major film related business. Equipment suppliers, television networks, completion guarantors, insurers, film financiers and government agencies are all to be found here, as well as extensive production and post-production facilities, including the largest film laboratory in the Southern Hemisphere.



Sydney is the home of Fox Studios Australia, which provides multiple sound stages of varying sizes, post production facilities for picture and sound recording, digital and special effects, and costume and props hire. Communications links allow international image and sound transfer, and backlot areas provide for exterior shooting, construction workshops and storage for sets, props and wardrobe. Downtown Sydney, with its mix of colonial architecture, modern city skyline, luxury waterfront property and bustling business district, offers filmmakers a sophisticated urban environment with broad possibilities

Its cosmopolitan lifestyle supports a rich cultural diversity, with 27% of the population born overseas. Within a 10 mile radius of the city you can find a wide range of ethnic influences, from Little Vietnam and Chinatown to mosques and temples. And just a short drive will take you to rugged mountains, green pastures or dazzling white beaches – all within reach in one or two hours.



NSW has a variety of versatile and unique regions, each of which has an infrastructure substantial enough to support the largest feature film while

offering its own characteristic visual environment. Each region is 'film-friendly' and local authorities strive to attract the interest of filmmakers by

offering the highest levels of assistance and cooperation. Seven regions of NSW have a regional film office to assist with all location and production enquiries.



Broken Hill is the gateway to the outback providing access to the much-photographed desert scapes and dusty plains, amid the vivid shades of red and blue that characterise the harsh interior of Australia.

Just a two-hour drive north of Sydney is the Hunter region offering world-class wineries set against the stunning backdrop of the Brokenback range. The capital of this region is the city of Newcastle which has reinvented itself as a stylish and modern beachside city featuring classic heritage architecture adjacent to contemporary structures that sit on the edge of spectacular



beaches.

A diverse range of striking locations are found in the Illawarra region, which starts just one hour south of Sydney. Coastal railway towns create a link to the industrial landscapes of Wollongong and Port Kembla.

The Central West is the rural heartland of NSW, containing some of the richest farmlands in Australia. Vast colourful plantings of canola and wheat stretch to the horizon hitting a wide blue sky. Hidden among the farmland are impressive stately heritage mansions built during the gold rush era.

Good infrastructure and accommodation abound on the mid-north coast of NSW. The temperate climate of the region is the perfect compliment to a diverse range of locations – sheltered bays, coastal dunes, rocky headlands, breakwaters and operational lighthouses.

The Northern Rivers is famous for its beautiful waterways where rivers and creeks meander through lush green valleys and towering forests. The coastal and subtropical landscapes contain some of Australia's most dramatic most dramatic rainforest scenery and the world's second largest extinct volcano, the soaring Mount Warning.

The Australian Capital Territory (ACT) and the Snowy-Monaro region offer a variety of urban and rural locations in close proximity. The modern cityscape of Canberra is perched on the edge of the magnificent Lake Burley Griffin. The High Country of Australia is home to the iconic snowy mountains, bushland and colourful mountain ranges much of which is National Park.

Further information about filming in NSW, locations, government incentives and the regional film offices can be found at [www.fto.nsw.gov.au](http://www.fto.nsw.gov.au)



# Out of India, Made in Australia

- Bobby Cash



**Two years ago Bobby Cash was busking on the streets of the Tamworth country music festival. This year he presented the award for the highest selling album to Kasey Chambers at the 2005 CMAA Golden Guitar Awards.**

## Bobby cash is now part of the landscape in the Australian country music scene.

Fresh from his third trip to the Tamworth Country Music Festival, Bobby Cash has just joined "The Sell-Out Club" as Marius Els, Co-Ceo Allied Artists calls it. Playing to full houses Bobby's fame has grown across Australia since the screening of the documentary "The Indian Cowboy... One in a Billion" with fans traveling the length and breadth of the country to see him live.

At the annual Golden Guitar Awards for achievement in country music, Bobby had the honour of presenting the Golden Guitar for highest selling album to Kasey Chambers, which went double platinum. "That is quite an achievement given all the downloads and things these days" said Bobby on the nationally televised coverage. And he should know having released his first album "Cowboy at Heart" in India through Universal Records in September. Although India's population is around the 1.2 billion mark compared to Australia's 24 million the value of the industry is just 1/8 due to piracy. In spite of this, sales of the album have surpassed Universal's expectations and the album is getting regular airplay on All India Radio (AIRFM)- in a

land where country music is a niche-of-a-niche!

Back in Australia Bobby Cash is currently on his ninth tour down under and released his second album *Phoenix to El Paso* and the DVD of the documentary just before Christmas.

By popular demand *Phoenix to El Paso* is an "unplugged" collection of love songs and cowboy songs that audience at his live gigs asked for. In a studio in Dehradun, India, Bobby laid down some classics he grew up with while in Australia old friends, like Michel Rose, one of the best in the world on pedal steel, added some gloss.

It is his unique guitar style, mellow voice and honesty that has endeared him to the audience. Bobby makes these songs his own. From the rocking classics like *Six Days on the Road* and *Folsom Prison Blues* to the beautifully crafted flamenco feel of *Killing Me Softly*, *Phoenix*, *El Paso* and *Goodnight Irene*, Bobby takes you on a musical journey of 17 tracks including one of his own, *Man Out on the Road*.

The coming year is looking equally interesting as Bobby has been nominated for the Global Artist Award at the Nashville CMA Awards in June 2005 and plans are





afoot for him to perform there and to be the subject of the sequel documentary- *The Indian Cowboy Goes To Nashville*.

A new album of original material that was written in October 2004 with Australian songwriters Lawrie Minson and Matt Scullion while they were in Dehradun, will be recorded for release late 2005 and judging by audience reaction at live performances it should be a popular album.

There are plans for another tour of India (in conjunction with Showtime Events, India, and the Taj Hotel Chain, Bobby toured in September 2004 for 3 weeks through Pune, Bangalore, Hyderabad, Mumbai, Emakulam and Colombo, Sri Lanka to full houses).

The next tour of Australia is planned for August and the possibility of a select range of clothing by the time Tamworth comes around next year. The idea came to



Bobby after buying some Texan boots from the US on the Internet. They turned out to be beautiful boots... *and* made in India! He thought, let us cut out the middleman, so his record company *Gobsmacked Music* is now seeking suppliers.

Bobby's website [www.bobbycash.com](http://www.bobbycash.com) has seen his music spread to the corners of the globe with him charting in Europe and the US in the Independent Artist Top Twenty.

One thing that can be said of Bobby Cash is that he is out of India, made in Australia.

By Colin Bromley

## Beer, Barbecue & Beautiful Sunset - A Perfect Blend to Celebrate Australian Day!



The tingling nip in the air, ice-cold Fosters in hand and deep-hued sunset in the distance. The perfect blend set the tone and tenor for the joyous celebrations of Australian Day. Even the cold winds blowing from the North pleasantly warmed up the hearts on a fading January evening. As the orange orb silently dipped into the softly murmuring Arabian Sea, mesmerizing the world, the aroma from the barbecuing delicacies wafted into the air. That's how the celebrations of Australian Day took off at Pool Side at JW.Marriot in Mumbai on January 29, followed by fun, laughter and networking, amidst dancing and singing. It was all elegantly packaged by Australian Consul General Don Cairns and the official business catalyst, Austrade, and hosted by JW.Marriot General Manager John Webb and Fosters India Ltd. An unlimited flow of Fosters helped the guests wash down an unending supply of barbecued items, ranging from jumbo tiger prawns to fish and crabs, chicken to lamb and pork and from corn to potatoes and paneer. And plenty of salads. Fosters Managing Director Pradeep Gidwani, paying personal attention, made sure every guest chilled out with the globally famous brew. While the guests comprised largely Australian diplomats, businessmen and expatriates, Indian businessmen, industrialists, sundry well-wishers, and other city celebrities too added to the success of the evening. As the evening matured into night, the dance floor came to life, with consular staff, their families and friends swinging to the beat of a live band called Jazz of Joe. The sunset party lasted till mid-night, evoking nostalgia for the Australians who longed for such an evening so as to feel at home. And Jan 29 provided it on a platter, along with Fosters, of course!

# Boomtime for Bollywood



**A pioneer in developing the Indo Australian film links, Films and Casting TEMPLE now announces film and television co productions between India and Australia. With more than one hundred projects taking place between India and Australia in the last seven years, Indo-Australian film links are now reaching their pinnacle. As more Indian productions flock to Aussie shores to shoot, we are also seeing an increasing demand from Australian crewmembers working on projects in Bollywood from both Indian and International film markets. Add to this the fact that Australian film projects related to India continue to mushroom and receive development grants, and it becomes quite apparent that Bollywood Down under is certainly booming.**

## **A report:**

At the heart of the 'boom' is Fox Studios based production company Films and Casting TEMPLE (TEMPLE). TEMPLE has been involved in most of the Indian feature films, music videos, television series, and commercials shot in Australia, developing and utilising its expansive network of media contacts and professional cast and crew in the process.

Anupam Sharma MD (TEMPLE), Chairman Australia India Film Council, and Advisor on Indian cinema, is excited about the recent trends in Indo-Australian film trade. Speaking about the Indian chapter of Australian film industry, Anupam says, "It has been a pure unadulterated delight to watch this niche industry grow from almost nothing to a multimillion dollar industry annually".

The past year saw TEMPLE work on a variety of high profile projects, beginning with two Indian television commercials for blue chip companies Pepsi Co and Frito Lay, shot in Sydney and Brisbane respectively. Then in March, Australia furthered itself as a major player in the global film market with the strongest ever-Australian film-delegation presence at FRAMES 2004, the biggest annual Asian convention on the business of entertainment held in Mumbai.

TEMPLE's stunt team were also commissioned to work on projects in India throughout the year, including the fast paced Bollywood feature 'Dhoom', and the yet-to-be released boxing flick 'Aryan'. With similar projects set to take place throughout 2005, TEMPLE has carved itself another pioneering niche role as the provider of internationally experienced Australian film professionals such as post production personnel, stunt directors/performers, designers, cinematographers and actors. These professionals are working in India on Indian films and winning awards. Chris Anderson, Head of Stunts and Safety at TEMPLE has successfully worked on a score of high profile Indian films in India, and is returning again in 2005 to work on TV commercials and films. He says, "Everyone thinks I keep going back for the food, but the real joy is the sense of humour





and dedication you find with the Indian crews. They are very knowledgeable and great to work with."

With so many achievements already, Indo-Australian film links also crept into the political spotlight at the close of the year, as Anupam Sharma were asked to advise the Queensland Government on issues related to Indian Cinema. During a trade delegation, Queensland Premier Hon. Peter Beattie and CEO of the Pacific Film and Television Commission-Mr Robin James hosted the Indian film industry's biggest players at an official dinner held in Mumbai on 13 September. The dinner, organized by TEMPLE, was considered a landmark event, with many high profile directors, producers and stars in attendance including Ramesh Sippy, Om Puri (OBE), Akbar Khan and Ms. Kiran Joneja.

There was little time for rest in the final months of the year, as TEMPLE collaborated with the Australia-India Council and the Directorate of Film Festivals to present a package of seven Australian feature films at the 35<sup>th</sup> International Film Festival of India, which took place in Goa between from 29 November to 9 December. Accompanying the films was a small Australian delegation comprising of writer/ director/ producer John Winter, Chris Kennedy, and their team, whose film 'A Man's Gotta Do' was screened in the 'Cinema of the World' section of the festival.

With such varied successes throughout 2004, and after scores of projects between India and Australia, TEMPLE has now formally announced its intention to reduce its servicing role in the New Year.

Anupam attributes this change to "the fact that TEMPLE is essentially a company of film makers. While we were blessed with the opportunity to service most of the projects between India and Australia, this is not our core activity. As more Australian agencies like the NSW FTO, AFC, AIDC, and SPAA recognise our own projects, we are increasingly being encouraged to work on what we are actually trained to do, make films".

TEMPLE will continue to service blue chip Indian projects. It is currently assisting India's biggest production company Yash Raj Films in their Australian shoot of a big feature film. TEMPLE will also cater to the growing demand to lead and organize Australian film delegations to key Indian conferences like FRAMES.

However, in future TEMPLE's primary focus will be on a series of private co productions between India and Australia. These include a feature entitled 'The Film', developed through the Australian Film Commission and to be produced by John Winter (Wintertime Films) and Anupam Sharma, and 'An Indian Summer', a feature film about an Australian kid in India in 1975, to be produced by the same team. In addition, there are also plans for two more Australian feature films with Indian themes to be produced by TEMPLE, as well as three documentary projects that have been recognised through international and local film forums.

With such diverse and continuing growth, TEMPLE now intends to achieve the same level of success with its own projects as it did servicing others, thus acting on the company's motto of 'worshipping cinema'. TEMPLE moves ahead as an active constituent of, and constructive contributor to the global film and media industry.



## An Event With A True Filmi Experience

The people who could not attend the 35<sup>th</sup> International Film Festival of India (IFFI) in Goa, had a good reason to rejoice when the 7<sup>th</sup> International Film Festival organized by Mumbai Academy of Moving Images (Mami), screened around 15 movies from the IFFI, including 'Daughters of the Wind' (Brazil) and Avi Nasher's acclaimed 'Turn Left at the End of the World'.

The 135 films, that were screened during the Mami Festival, came from 34 countries. Peru, Chile and Colombia participated for the first time. The week-long film festival opened at Ravindra Natya Mandir, Mumbai on January 6th with renowned Australian director Paul Cox's much-acclaimed film '*Human Touch*', which chronicles the life of an ambitious singer who does not mind shedding her clothes to get what she wants. Held at three venues Ravindra Natya Mandir, Y B Chavan Centre and Fun Republic, the show featured some eminent Indian movies. The festival also had Anurag Kashyap's latest movie '*Black Friday*'; based on S Hussain Zaidi's book of the same name on the Mumbai bomb blasts of 2003. Shonali Bose's '*Amu*', based on the 1984 anti-Sikh riots, also opened the Indian competition section, which had 15 films in different languages. The festival also felicitated veteran actor Shammi Kapoor, legendary cameraman Babubhai Mistry and playback singer MannaDey.

The MAMI's 7th International Film Festival brought together movies from around the world and proved to be a different kettle of fish when compared to the other International Film Festivals held at Kolkata and Kerala. Said the well-known filmmaker Shyam Benegal who is also chairman of the festival: "We see it as a festival of the Mumbai city, meant exclusively for cineastes here. This is really a forum for people who are interested in a world beyond their own." MAMI attempts to fulfill the promises it makes - of reaching out to its audience. Spread over South, North and South Central Mumbai because of its distanced venues, the festival "is designed to reach out to as many people as it can. The first MAMI was held in Y B Chavan Centre and the NCPA at Nariman Point and we came across many people who were dissatisfied and unhappy and who couldn't attend because of the distance from the suburbs. It was also perceived as a South Bombay festival back then. So we've changed all that. There used to be a fourth side to it too, with IMAX covering it



in the East but even though that hasn't been possible this year, the festival is more spread out over the city," reveals the filmmaker.

Australian filmmaker Paul Cox's '*Human Touch*' was premiered at the Melbourne International Film Festival in July last year and was in the competition section at the Montreal Film Festival 2004. Described by critics as an "erotically charged drama" the film features Chris Haywood as Edward Cox's favourite actor and collaborator on 17 projects. The film features strong performances from a talented cast, including Jacqueline McKenzie, Aaron Blabey, Rebecca Frith and Aden Young. The festival also paid homage to the death of the Legendary Actor Amrish Puri. Curtains came down on the seventh edition of the international film festival with critically acclaimed film '*Manasarovar*' being adjudged as the best film on 13<sup>th</sup> of Jan. Shonali Bose's debut film '*Amu*', set in the backdrop of 1984 Delhi riots was conferred the prestigious FITRESCI award. Veteran actor Naseeruddin Shah was also honoured on the occasion for his significant contribution to cinema for over 25 years while playback singer Manna Dey was felicitated for his contribution to music in films at the ceremony. Actor Atul Kulkarni was presented the special jury award for his intense and convincing acting in the films '*Manasarovar*' and '*Devrai*'. Speaking on the occasion, MAMI festival chairman Shyam Benegal said the festival had recorded a higher attendance with the screenings at a public theatre also drawing large crowds. The award ceremony was concluded with the screening of '*Mon Idoli*' by director Guillaume Calet. Describing the award as a recognition of his talent and a strong motivation to go on in his career, Shah who received the prize from Benegal described the acclaimed director as a foster father, a mentor and his serious critic. "Ever since 1975 life has been a roller-coaster ride", the actor said about his association with Benegal.





# A very Salubrious Business

When clients and artists contact me for the first time, the question they invariably ask is "What does the word *salubrious* mean?"

If you check a dictionary it will say *promoting health, healthfulness and favourable to health of mind or body*.

I endeavour to run a business full of healthy workers, who provide performances, which are favourable to the mind and body of the audience listening to or watching them.

Salubrious Productions is a Brisbane, Australia based entertainment and production agency, representing over 150 diverse artists and acts, and booking hundreds more throughout Australia. I established the business in late 1999, as I was looking for a new direction in my own artistic career. Before deciding to become an entrepreneur, I worked as a professional opera singer for 10 years, singing with the Australian and Frankfurt Opera companies. I also worked as a street performer at World Expo 88, played trumpet in jazz bands and have travelled from Paris to Bermuda with my "Jazopra" show "From Sinatra to Sutherland".

Salubrious Productions represents a very wide variety of artists and entertainers. These include musicians and singers of classical, jazz, rock, pop, folk, Latin, country, and ranging from soloists to bands and orchestras. Also represented are comedians, actors, models, impersonators, puppeteers, jugglers,

magicians, street performers, Bollywood dancers and didgeridoo players. A partial list can be found at:

[www.salubriousproductions.com](http://www.salubriousproductions.com)

I personally evaluate every artist who approaches Salubrious Productions requesting work, only accepting quality-experienced artists. By taking the time to talk with a client and ascertaining exactly what entertainment

or act is required, I can personally assure that the best artist for the job has been recommended. As I have been working in the arts industry all my life, and have vast industry knowledge and hundreds of contacts and networks both in

Australia and overseas, I take the time to find the right artist for the job. To date I have not had a request I could not accommodate, whether providing a didgeridoo player in North Queensland for a wedding, a comedian for a festival in Canada, a musical duo for a concert in Taiwan or a blind jazz pianist for a government cocktail party.

As an entrepreneur I also produce many concerts and shows. I have been contracted for the past 4 years to produce the Brisbane City Council Lunchtime Classical Concert Series, each month putting on a variety of Brisbane's best classical musicians. I have also produced numerous other concerts and shows for various organisations, corporations and government departments including festivals, launches, cabarets, theatre shows and a film.

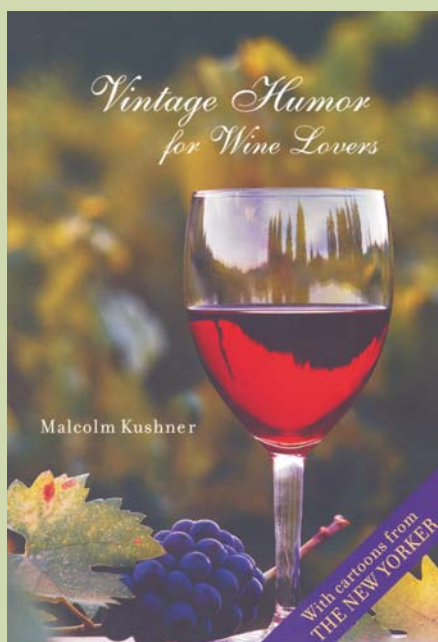
As a person not unfamiliar with India, its people, culture and customs, having spent many months on several enjoyable visits, I feel I have a certain level of understanding for what clients in India are looking for when wishing to book Australian entertainers and acts.

If you are after some glamorous girls to promote a new product, some musicians or singers to perform in upmarket hotels and clubs, or an actor to play a role in a movie, please contact me through Austrade Mumbai to discuss your requirements.

(A narration by the Director Salubrious Productions- Janelle Colquhoun)



# Healthy and Humorous Aspect of Wine



MARK TWAIN ONCE SAID, "The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not." That might have been true in Twain's time, but it is not anymore. Recent scientific research suggests that people who drink moderate amounts of wine each day are healthier and livelonger than teetotalers. Of course, the definition of 'moderate' is open to interpretation. It is probably somewhat less than the amount consumed by Frances Rabelais. He is the classical French writer who said, "I drink no more than a sponge."

And it is definitely less than the consumption of legendary filmmaker Orson Welles. He once said, "My doctor told me to stop having intimate dinners for four. Unless there are three other people."

In this chapter, we will examine the humorous aspects of wine and health - both mental and physical. Because wine drinking has been credited with everything from improving mood to extending longevity. And as George Burns observed, "If you live to be one hundred, you've got it made. Very few people die past that age."

## Observations on Wine & Health

"Health is what my friends are always drinking to before they fall down."

*Phyllis Diller*

"I'm like old wine. They don't bring me out very often, but I'm well preserved."

*Rose Kennedy on her 100th birthday*

"I have made an important discovery...that alcohol, taken in sufficient quantities, produces all the effects of intoxication."

*Oscar Wilde*

"It seems that researchers at Colorado University say wine may help people lose weight. It's not the wine directly that causes the weight loss, it's all the walking around you do trying to find your car."

*Jay Leno*

"What is man, when you come to think upon him, but a minutely set, ingenious machine for turning, with infinite artfulness, the red wine of Shiraz into urine?"

*Sak Dinesen*

"Never accept a drink from a urologist."

*Erma Bombeck*

"All wines have nutritional value. If you don't buy, we don't eat."

*Sign in a restaurant*

"A mind of the calibre of mine cannot derive its nutriment from cows."

*George Bernard Shaw*

"A well- balanced person has a drink in each hand."

*Billy Connolly*

"The secret to a long life is to stay busy, get plenty of exercise and don't drink too much. Then again, don't drink too little."

*Hermann Smith-Johannson, 103-year-old cross-country skier*

"A psychologist once said that we know little about the conscience-except that it is soluble in alcohol."

*Thomas Blackburn*

"Alcohol is necessary for a man so that he can have a good opinion of himself, undisturbed by the facts."

*Finley Peter Dunne*

## Four Facts About Food, Wine & Health

1. The Japanese eat very little fat and suffer fewer heart attacks than the British or Americans.
2. The French eat a lot of fat and suffer fewer heart attacks than the British or Americans.
3. The Japanese drink very little red wine and suffer fewer heart attacks than the British or Americans.
4. The Italians drink excessive amounts of red wine and suffer fewer heart attacks than the British or Americans.

Conclusion: Eat and drink what you like. It is speaking English that kills you.

(An extract from the book *Vintage Humor for Wine Lovers* by Mr. Malcolm Kushner)



# Kerala Cuts Out A New Course



Kerala Tourism Development Corporation (KTDC) has embarked on an altogether different path to promote tourism, based on its egalitarian concept: Create new destinations along with the development of existing destinations, taking into account the requirements of the average tourist who can't afford to spend lavishly staying in high-class hotels. This, together with its accent on the hospitality segment and quality service, will see Kerala's tourism revenue leapfrogging to new heights, says **Mr. M. N. Gunavardhanan**, Managing Director of KTDC, in an exclusive interview with **G Biju Krishnan**. The text of the interview follows:

## What are KTDC's projects/plans to improve the tourism sector in Kerala and what are your suggestions to improve it?

The major requirements to improve tourism sector are the development of infrastructure and higher capacity in the hospitality industry. At present, there are only about 6,000 rooms available in the state, which is quite insufficient. Therefore, KTDC is now working mainly in the hospitality sector; we are also in other tourism development projects. We have plans to expand our capacity.

Ours is an organisation catering to all segments of tourism; we do not concentrate only on high-class tourists; we provide for the average tourists also – the economy tourists who want to stay paying, say, Rs.150 or so per night. We are providing accommodation like “Yatri Nivas” for such tourists. And for those who can pay Rs.500-600 for a night's stay, we are giving facilities in our budget hotels. We have around eight budget hotels in the state. We also have seven premium hotels. There are many private players in the premium sector. However, quality private sector hotels are not coming up in the budget sector. So we are trying to reposition ourselves, so that we can start certain budget properties catering to the average tourists.

KTDC is going to start a number of new projects. There is already one at Thanneermukham. There is of course Kumarakam, which is a major tourist destination. This was developed by KTDC with Taj Group on a joint venture basis. Thereafter, many private sector operators came up and now Kumarakam has become a world famous tourist destination.

Vembanad Lake, as you know, is one of the largest lakes in Asia. It is spread over an area of 60,000 hectares, stretching from the southern end of Alleppey upto Kochi. We are developing a tourist complex of about 43 rooms around the Thanneermukham *bund* across the lake. It is a budget-type complex, something like a 2-3 Star hotel. It will be opened very soon. This will be another destination around Vembanad Lake, on the eastern side of Kumarakam. On the southern side, Lake Palace and many other hotels are coming up. We are also going to develop the northern side. Once we do that, private players will come, making this area another main destination.

So, you see, this is one of our ideas to develop tourism in Kerala – create destinations and develop destinations. Destination development implies that you have developed the infrastructure, transportation, and hospitality service. And service is another most important aspect we have to take care of in Kerala. It is not enough if you have so many facilities and attractions, such as good scenery and other beautiful sites. When tourists arrive, we should have the required facilities. It doesn't mean that we should always have five-star facilities. We should

have fairly decent accommodation, decent transportation and decent food, cleanliness and hygiene. Only these destinations attract the tourists, you know. If you say that Kerala is a beautiful state, nobody will come here. But if you say that Kochi is a destination, with many good hotels; if you say Kumarakam



has beautiful backwaters and Thekkady is rich in wild life and that it has good boating facilities, then people will be attracted to visit those places. Therefore, destination development is the major activity of KTDC, which is the prime mover in that sector.



Another place we are going to develop is Ponmudi, one of the most beautiful locations, near Trivandrum. It is as beautiful as Munnar, but it doesn't have adequate facilities. There is only one government guesthouse there. We expect many tourists to visit this place once we build a 2- or 3-star hotel there. One advantage of Ponmudi is that it is only 60 km. from the airport, whereas Thekkady or Munnar are three to three and a half hours drive from the airport. It is the best destination for those who cannot stand this strain of travel by road. Neyyar Dam is another very beautiful

destination. There is a lion safari facility in the park, which will soon find young lions roaming in their natural surroundings.

We have already established Kerala as a superbrand: it is now one of the most beloved destinations in the world for tourists. Now we have to sustain it. We have to see that services in all sectors are of super-quality, because with the participation of all countries in the tourism sector in the near future, quality becomes the most important factor. If you have to survive, you have to give global quality service. In years to come, competition will intensify. World players will be coming; multinationals will be entering the field in a big way. Therefore, unless we improve the quality of our service, we can't survive.

Our competitors are not really from India, but from outside – Malaysia or Singapore. You have seen Malaysian advertisements in our TV channels. It is easier to go to Malaysia from Delhi than to Kerala. Now Malaysian Airlines is starting a direct flight from Ahmedabad. You know Gujaratis are great tourists; they travel a lot. To attract them they are starting direct flights to Kuala Lumpur. So you see competition is going to be very high. To meet this challenge, we have to improve all aspects of our service

-- we have to improve not only the facilities at the existing destinations but also develop other destinations with added attractions. That is the major thing we have to do if we have to maintain our important place on the tourism map of the world.

### **Do you think Kerala has adequate facilities for the growth of this industry when compared with the neighboring states?**

There could be natural facilities and there could also be man-made facilities. Natural facilities we have many: the backwaters, beaches, hill stations, etc. But we have to develop infrastructure in order to make them all important tourist destinations. We must develop the hospitality industry; we must have good roads, where these are in bad shape they have to be repaired. Roads are not good enough in many places like Thekkady and Munnar. The Express Highway, which has created a lot of controversy, would have been a great boon to the tourism industry in the state. In short, we need better connectivity. Now we do not have a direct connectivity between Jaipur and Kerala, or between Ahmedabad and Kerala. We only have connectivity with Bombay, Chennai and Delhi. All other places are not directly connected.

### **What are Kerala's promotional activities to attract tourists from other states as well as from abroad?**

Our major inflow of tourists is from other states. But it so happens that the major hotels are concentrating on the premium sector that caters to the elite class, but we should not restrict the promotion drive to the elite sector alone. Although 6,000 rooms in Kerala are full, it does not mean that Kerala is serving all tourists who come here. It means that these major hotels are catering only to the people in the higher income bracket. But that is not enough. There are lakhs of non-foreign tourists coming to the state. What about facilities for them? So, facilities have to increase. We have to promote for them also and for that we have to promote budget properties like 'Yatri Nivas', as I mentioned earlier. We should invite





people of all income brackets to come, because that is our democratic setup and in tourism also I believe that we should have a point of view like that instead of promoting a few hoteliers and a few high class hoteliers saying that they are in tourism. I think we have to take into account the proletariat also; then only it will become a real tourist attraction.

**Do you think that the tourism potential of the state has been utilised properly? Are there any plans to increase the number of destinations and facilities here?**

I have already talked about that; there is great potential and this is not yet fully developed. Singapore is a small location, but see how much money they are making out of tourism. Look at Bangkok. Look at the airport facility they have. Every minute a jumbo jet lands “unloading” hundreds of tourists. The room capacity of Bangkok city alone is 60,000, whereas the total capacity in this sector in India as a whole is only 90,000. So, as I was saying, there is always room for developing the potential.

**What is the potential of pilgrimage tourism here? Is it exploited properly?**

That is another major area. In fact, you know when you say we have around 58 lakh tourists from other states coming, we are not including the pilgrims. In Sabarimala alone, the total incoming pilgrims coming to the state will be nearly one crore. In Guruvayoor, the number may be 25-30- lakh every year. Thus, the people coming to Kerala from other states every year will add up to huge number. But then we have to look at it from the tourist perspective. We haven't utilised that potential. For example, it will be a good idea if the pilgrims visiting Guruvayoor or Sabarimala can be attracted to other destinations. There is great potential in this area, but then we don't have that kind of facilities.

**Do you think the state government is promoting pilgrimage tourism?**

The Department is promoting it of course. We are in fact just going to open a



major pilgrim centre at Pandalam, the place hallowed by the presence of Lord Ayyappa. There is a place called Kulanada where we have just opened there a tourist complex with various facilities. We are also going to open one at Erumeli...

**What are the additional benefits from Kerala Travel Mart (KTM) to the tourism industry?**

KTM has been concentrating on high-class tourism. It is a meeting ground for purchasers and sellers coming together and it is limited to a few hoteliers, including ours. I am not saying otherwise; we are also a premium hotelier. So the benefit comes to tourism industry by way of foreign tourists. It is mainly intended for foreign tourists and so it is in the premium sector.

**Your suggestion/advice to the NRI investors or tourists?**

The hospitality industry is an area where NRI investors can invest safely. This is an area where there are not many labour problems. One or two hotels may be facing some minor problems. But, unlike other heavy industries, labour problem in this area is very few. As a number of trained candidates are coming out of the large number of institutes, there is no shortage of trained people. So this is one area where NRIs can invest. And they are eligible for lots of incentives from the financial institutions. The banking sector is also supportive, because they are now flushed with money and are ready to invest in the tourism industry. So anyone can invest in the hospitality industry, which is one of the best industries in the world.

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# SO WHATS NEW IN INFLOW!!!

The growing inward investment in Australia has made it a hot destination. At the start of 2005, the Australian company, Macquarie Telecom signed up as a reseller of satellite Internet services of iPSTAR, (OECD) the Organisation for Economic Co-operation and Development has praised the economic performance of Australia.

**We bring you excerpts from the newsletter of Invest Australia:**

## **Co-Founder of Clinical Cell Culture (C3) Company Announced Australian of the Year 2005**

Dr Fiona Wood was named the Australian of the Year for 2005. Dr Wood is the Director of the Royal Perth Burns Unit and Director of the Western Australia Burns Service and Western Australia's only female plastic surgeon. She is also a co-founder of Clinical Cell Culture (C3), a private company recognised in medical circles for its world-leading research and breakthroughs in the treatment of burns. In addition, Dr Fiona Wood is a Clinical Professor with the School of Paediatrics and Child Health at the University of Western Australia and Director of the McComb Research Foundation. In 2002, Dr Wood made headlines when she and her team treated seriously burned Bali victims at the Royal Perth Hospital with spray on skin her own revolutionary burns treatment. The new treatment, which is under development, aims to improve the quality of life for those suffering from burns. Where previous techniques of skin culturing required 21 days to produce enough cells to cover major burns, Dr Wood has reduced that period to five days. 'Fiona is an inspirational Australian who was recognised for her outstanding medical contributions', said Lisa Curry-Kenny, Chair of the National Australia Day Council Board. 'Fiona has dedicated her life to raising a family and helping others through her extraordinary medical talent and is an outstanding Australian of the Year selection'.

## **Macquarie Telecom Offers iPSTAR Satellite**

Australian company, Macquarie Telecom has recently signed up as a reseller of satellite Internet services provided by iPSTAR, a wholesale communications company and subsidiary of Shin Satellite. Macquarie Telecom will offer the services as a purpose-built broadband access network designed for two-way services over satellite. It will support voice and data IP applications, including high-speed access to the Internet, e-mail, data broadcasts, Voice over IP and videoconferencing. The iPSTAR footprint will provide wholesale broadband services to urban, rural and regional Australia and its services will fill the need for additional bandwidth and broadband Internet solutions with various technology options. As opposed to the current conventional satellite business model, iPSTAR aims to serve directly to the mass-market end users instead of the traditional telecom operators for long-distance transmission or

broadcasters for large coverage broadcasting. This is particularly suitable for Internet and rural telephony.

## **OECD Praises Australia's Economic Performance**

The 2004 Economic Survey of Australia released by the OECD on 3 February 2005 provides a strong endorsement of Australia's economic performance. The OECD Survey notes that 'in the last decade of the 20th century, Australia became a model for other OECD countries' in relation to structural reform and its adoption of medium term macroeconomic frameworks. The OECD points out that these reforms have 'conferred an enviable degree of resilience and flexibility on the Australian economy', resulting in a prolonged period of good economic performance that saw the Australian economy shrug off crises in its main trading partners, as well as a devastating drought at home. Looking forward, the OECD expects a continuation of strong economic growth over the next two years, underpinned by strong productivity growth and accompanied by low inflation and an unemployment rate around current levels. The OECD forecasts the Australian economy to grow by 3.8 per cent in 2005 and 3.6 per cent in 2006.

## **A World-Class Showcase for Nortel's Virtual Enterprise**

Nortel, a recognised leader in the delivery of converged networking solutions, has officially opened the new Nortel Australia headquarters at Sydney's Macquarie University Research Park. This new facility completely redefines the traditional idea of the corporate workplace while achieving the highest energy rating possible for a commercial building. The innovative and aesthetic facility is a showcase for the technology that can be used to provide unrestrained mobility for employees in an open workplace. The advanced communication capabilities enhance employee productivity, flexibility and responsiveness through a secure environment. It enables employees to respond to business requirements or collaborate with colleagues anywhere within the building through wireless, real-time access to productivity tools, multimedia applications and full network resources. The new Nortel Australia headquarters has set the benchmark for delivering communications capabilities that enhance the human experience, securing and protecting information, as well as reducing operational costs, increasing employee productivity and promoting closer interaction with customers and business partners.



# Reflecting The Flourishing Bilateral Relation - Bancsia



The Business Arts and Cultural Society of India and Australia (BANCSIA) was an initiative by the Ex-Consul General Shabbir Wahid. 'It was a coincidence that the society was named Bancsia, which also signifies a popular flower in Australia', says the President of Bancsia, Gabriel Pillai in an interview. He also talks about the purpose behind creating such a society and how has been the journey so far, with an insight into its future activities.

## Mr. Pillai explains...

For long years, there was no active participation among Indians who had live contact with Australia. The existing organisations were merely acting as felicitating bodies. Therefore, Shabbir was of the opinion that if we involve people who have day-to-day contact with Australia, we will be able to have a lively association.

Keeping this as its main objective, Bancsia now has covered not only people who have business interests but also those who are having connections with arts culture, law and political contacts. The whole idea was to build up an on going and current relationship between Australia and India. In last few years, we have seen a tremendous growth and interest for India generated in Australia. We see an all round growth, which even your magazine has covered in so many instances. There has been a tremendous growth in trade. Secondly, the interest of Indian businessmen wanting to do business with Australia is equally large. At no point of time, we had so many people enquiring about Australia. I should say that it is because of growing awareness about Australia and its capacity to meet the Indian requirements. At the same time, Australia has also realized that its future lies in Asia. So, similarly there had been a big push in China and India. English speaking Indians and Australians are interacting more than any other Asian countries because of the language as well as the Commonwealth relationship. The third part as Australia as an attractive location for the youth.

The latest report says that, about 15,000 Indian students are studying in Australia at various levels. That really is a big boost for Australia. Despite the fact that UK and USA are attractive, a big chunk prefers Australia for higher studies. In Australia, a large number of Indian immigrants are well placed in Govt. professions and other jobs. The number of qualified and highly skilled Indians is growing. These factors made Shabbir to think over it and at that time, I was interacting with Australia in legal and business related aspects. Therefore, we formed this association.

In this last three four years, we could generate hundred members in Mumbai alone. All of them, some way or the other are in active contact with Australia. In the

month of November, we signed a protocol with the Indian Association of Victoria. Under which Bancsia would be the representative body for any business delegation, arts and cultural delegation coming to India. Similarly, Bancsia would be the hosting body for any Indian delegation that Bancsia would organize to go to Victoria. We also hope to shortly tie up with New South Wales Indian Association as well. Infact the Vice President of the Indian Association in NSW has already contacted us. So, we hope probably by March we will have another protocol with the NSW Association. We are actively connected with AIBC.

In 2005, we hope Bancsia would have a wider range of activities. In the next few months, probably we are going to have a New Delhi Chapter of Bancsia. We have a lot of interest in Delhi both in Government and in education sector. If everything goes according to plan, we will have in March and April, some dignitaries of the Union Govt as well as from the Australian High Commission to start a new chapter. And the new chapter would give a new dimension to the organization.

## How do you generate revenue for your organization?

As far as Bancsia is concerned, it is purely voluntary. The events are self-supportive.

## Future goals:

We are trying to open more similar chapters. Though Mumbai is a gateway to India, we are looking for Delhi, Chennai. First is that and secondly trying to focus on more of business relationship. Trade and Commerce are the important factors, which will bring Australia and India closer. And another reason why we had a seminar on 19<sup>th</sup> of Jan this year is to facilitate the knowledge of applying for a visa and the steps to start doing business with Australia. Also to make the procedure easier for the average businessmen to understand the paper work. If Bancsia could make things simpler for them, it would help.

Bancsia is a pure voluntary organization. We just have a President and other members are actively involved in all activities.



## Australia: A Rainbow of Experiences

Australia is a land of such diversity and natural wonders that you are sweating it out in the hot humid tropics one weekend and shivering in the subzero temperatures of the high country the next; you could lose yourself in the din and bustle of cosmopolitan Sydney one day and find yourself in the midst an amazingly charming community of the aborigines the next. But the fact is the country fascinates you throughout. **Joyce Pereira**, Executive Assistant and Consular Officer, Mumbai, shares her Australian experience.

I believe Australia is a vast land whose moods and features change as you travel across it from the citified urban structures to its many natural wonders such as the mystifying natural sculptures wrought by wind and rain and geological upheavals. Because of its geographical location on the globe, it is commonly referred to as the land Down Under. From the tropical north to the sub-Antarctica islands, Australia offers a vast panorama of spectacular sights, natural wonders, cosmopolitan cities, historic towns and friendly people.

Sydney, Australia's largest and probably best known city, sits boldly on the shores of its beautiful natural harbour, a harbour that bustles with commuter ferries, colourful tug boats, elegant sails and visiting ocean liners every day of the week. A sight can transfix you for hours. Sydney today has the energy and pace you would expect in a great city, but it is blended with a cosmopolitan sophistication, which results from a multi-cultural society. Entertainment ranges from the wild nightlife district of Kings Cross to gentle dining in numerous restaurants dotting the waterfront.

Much of this diversity comes from Sydney's early beginnings. Sydney Cove, now Circular Quay, was the chosen site in 1788 for settlement of the first 1000 convicts sent from England. Convicts toiled long hours in the hot sun, with ball and chain to anchor them to their work. Currency often took the form of rum, until the "holey dollar" (a coin with a hole in the centre) was introduced.

The Rocks, an area of winding lanes and convict-made buildings situated near the Harbour Bridge, was the centre of all action in early Sydney. Free settlers had arrived by the end of the 18<sup>th</sup> century and new areas opened up. Explorers pushed further into the wilderness, over the Blue Mountains west of Sydney, discovering areas of rich fertile land. Industries such as wool and wheat developed quickly. Gold, discovered in the 1850s, attracted people from all parts of the world and the colony prospered.

After World War II Australia opened its doors to migrants from all over Europe. Sydney's natural beauty

and relaxed lifestyle attracted many Europeans looking for a new life. As the most popular gateway for Australia's overseas visitors, it vibrates with an energy that is instantly infectious. Its shops, restaurants, galleries and nightclubs can keep you busy all day and night for a year and still there would be more left over for you to see and do. As the capital of New South Wales, Australia's most diverse State, it is the major departure point for outback, beach, rainforest and snowfield adventures. Sydney is a sightseer's delight. By bus, ferry or on foot, the variety of sights is almost inexhaustible. An ideal place to gain an understanding of Australia's Aboriginal past and present is at the Australian Museum in College Street, Sydney. A series of displays with hands-on exhibits and commentaries shows the arts, customs and culture of the various tribes from the earliest times, the impact of the arrival of Europeans on their lifestyle and their place in the community today.

What you may find when visiting Australia, especially if flying in to Sydney, are the iconic Opera House, the Harbour Bridge (lovingly called the Coathanger by locals), miles of white sand beaches, a melting pot of many people and a live, and vibrant culture that stems from its multicultural identity. Surrounded by water on three sides, at what is known as Bennelong Point, stands one of the most magnificent buildings on one of the most beautiful harbours in the world, The Sydney Opera House. Originally designed by the Danish Architect, Joern Utzon, is meant to look like a giant sailing ship. Queen Elizabeth II, Queen of England and Australia, officially opened the Sydney Opera House on 20 October 1973. Since its opening, the Sydney Opera House has been host to some of the most memorable artistic performances. It is a comprehensive performing arts centre with theatres for opera, drama and cinema as well as exhibition halls and restaurants.

Darling Harbour is intended to be one of Sydney's "buzz" places. A former dockside area, the small harbour has been transformed into a major tourist site and leading convention and exhibition centre.





## Welcome to the Land of Surprises: Western Australia

Enter Australia's largest state - a vast, majestic land covering two million square kilometres. Its landscape and scenery is incredibly diverse. It has ancient forests, a sparkling blue ocean, a coastline that is sometimes rugged but often sugar-white sand, a red rock interior, rolling green hillsides and lush fields of wild flowers - the contrast will amaze you. It is Western Australia. Blessed with a multitude of natural assets, Western Australia is the leading nature based holiday destination in Australia. Here you can snorkel beside wild dolphins, swim with the world's largest fish - the whale shark, trek through 1100 million year old ranges, and camp amongst unique flora and fauna within one of the many national parks.

## Visiting Perth

### What the city offers

The capital city of Perth sits beside the widest stretch of the meandering Swan River. Locals enjoy a relaxed outdoors lifestyle, as does the neighbouring port city of Fremantle, at the mouth of the Swan. Here you will find all the essential ingredients for a great holiday, some of the country's best beaches, plenty of nightlife, bustling markets, inner city parks, outdoors dining and amazing marine adventures. Perth's lifestyle is easy-going with a number of inner-city parks and the beautiful Swan River adding to the relaxed, nature-based feel. Accessing Perth's major attractions is simple thanks to a free public transport within the city centre, while museums, galleries, boutiques and department stores are all within walking distance. The port city of Fremantle is just a short river cruise from the city. This is a lively, bustling place, where the warm climate draws people out onto the streets and down to the water's edge.





# Water world inside...

The line-up of water-based fun includes boating, fishing and all kinds of surfing. Along the Perth coast, there are around twenty beaches to choose from. Each has its own atmosphere but they all offer superb swimming and brilliant sunsets over the ocean. Endless beaches stretch from Perth's famous Cottesloe Beach up the coast towards Lancelin Western Australia's windsurfing and sand boarding Mecca. Locals head over to Rottenest Island to be soothed into a state of total relaxation among sheltered bays and stunningly clear crystal waters. Or drive south to Rockingham and Mandurah for dolphins, foreshore picnicking and excellent crabbing. The intricate inland waterways lacing this area are perfect for anyone who loves to mess about on the river.



**I**ndland lies the sweeping Swan Valley a showcase for local produce, including premium wineries and art galleries. A great time to visit is during the annual Spring in the Valley festival, but you will find plenty to see and do at any time of the year. Travel further east and you are into the forested Darling Range, the banks of the Avon Valley

## Hills and Valleys

and the historic towns of York and Toodyay packed with galleries, craft shops, cafes and heritage museums.

For something unique, visit New Norcia, Australia's only monastic town. Within day trip distance of Perth, this area is a tranquil contrast to city life, and you will want to stay longer. Many choose a farm-stay for the true rural experience. ■

**I**nticate waterways, soothing beaches and native forests are standout features of the Peel and Rockingham. Less than an hour's drive south of Perth, both offer a variety of activities for day trips and short getaways. Enjoy a round of golf, plunge into the thrill of white-water rafting, or take a peaceful walk deep into jarrah forests. Ideal conditions for fishing and boating are also plentiful and there are local wineries and outdoor cafes to enjoy. Western Australia's rural heritage country is steeped in pioneer history. The white waters of the Avon River host the annual world-famous, heart-pumping Avon Descent canoe and powerboat race. Adrenalin junkies will find rafting another exciting option, which is available all year round or there is skydiving and hot air ballooning to get you airborne. There is plenty of refreshing riverside picnic spots around Northam like:

## So, what more!

- Toodyay, York and Goomalling, all close enough to Perth city for day trips.

- The Avon Valley offering gentle self-drive trail through rolling countryside.

- Australia's only monastic town, New Norcia in Avon Valley. The architecture, with its strong Spanish flavour, dominates the Australian bush setting the entire town is registered on the National Estate.

- For trails through native bushland dotted with kangaroos and birds, Yanchep National Park, is hard to beat. It is located within an hour of the city, and is famous for its koala sanctuary, limestone caves and Aboriginal cultural tours.

- A small fishing village called Lancelin, basking between glittering ocean and gigantic sand dunes. ■

**I**f it is an Aussie frontier adventure, you are after head north to the northwest. Here you will find rugged ancient landforms, remnant rainforest, deep red gorges, vast cattle stations and pioneering personalities, ancient Aboriginal culture and unique quality accommodation. Not to be missed is Bungle Bungle range in the World Heritage listed Purnululu National Park, and Lake

## Northwest of Australia...

Argyle large enough to be classified as an inland sea. In Broome, on the west Kimberley

coast, relax on the timeless stretch of glimmering white sand called Cable Beach or indulge in the opportunity to buy locally made pearl jewellery. A little further south is the Pilbara famous for its rich red earth and the rocky landscape of Karijini National Park. ■



## South West of Australia...

The freshest food, award winning wines, tall timbers, pounding surf and stunning national parks you'll find it all in the south west pocket of Western Australia. Here, life is simple and genuine, offering a taste of rural Australian living along with relaxing country retreats and secluded chalets. Margaret River and its surrounds are a popular destination for world-class wineries, top surfing and fun family holidays. Locals head here in winter too, responding to the lure of cosy log-fires, brisk walks along the beach, horse riding through the bush and mountains of delicious local produce. A huge draw for scuba divers is the *HMAS Swan* dive wreck, also visible to snorkellers from the ocean surface. At the south-east corner in Albany, are more fascinating wreck diving experiences. The former *HMAS Perth* was sunk to form an artificial reef and dive wreck in the waters of King George Sound. In the Southern Forests area the Blackwood River beckons you further inland for tranquil boating or canoeing through sun-speckled woodlands. For water-based nature, head for Walpole and eco-cruising around the stunning Nornalup Inlet. This is also home to the famous Tree Top Walk, suspended 40 metres above the forest floor. Towering forests are a hallmark of the south west, where forestry heritage adds personality to the settlements scattered throughout the region.

In spring, the Stirling Range National Park is the place to be for wildflowers, while southern wineries are scattered throughout the ranges and farmlands of this southern section. Linking the whole region is the Bibbulmun Track a walk trail that stretches more than 1,000 kilometres from Perth to Albany. This is an adventure in itself, drawing thousands of visitors each year.

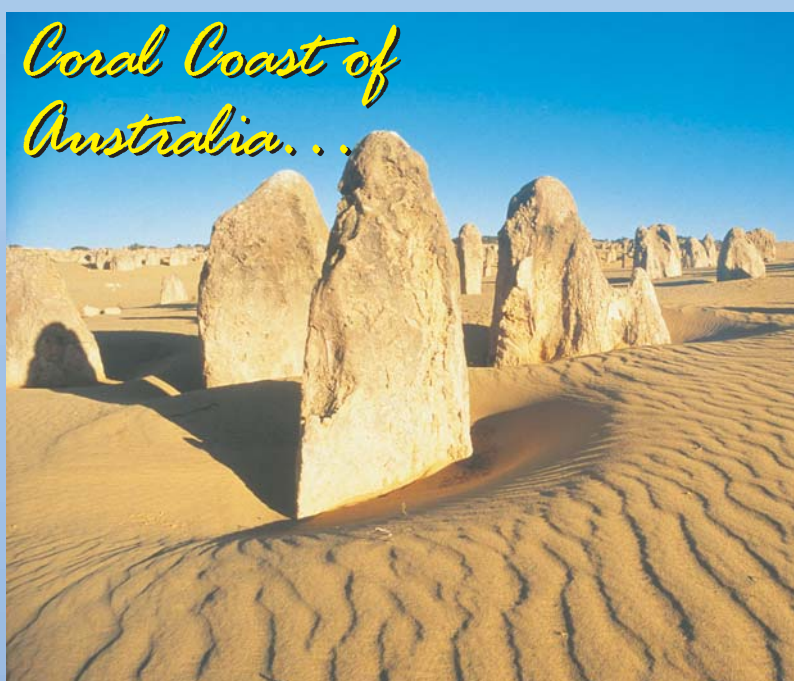


"Western Australia is a great place to visit and an even better place to live. It has much to offer visitors - a vast and diverse environment, unique experiences and a friendly, welcoming culture. And tourism is one of Western Australia's key economic drivers."

- **Hon. Bob Kucera**, Minister for Tourism of Western Australia

This region is a treasure trove of beaches, exotic marine life, national reserves and the bluest ocean you will see anywhere in the world. Here you can swim with the world's largest fish the whale shark, snorkel from the beach to the stunning Ningaloo Reef or meet the dolphins of Monkey Mia. Name a water sport and it is here from world-class windsurfing at Geraldton to Ningaloo diving that rivals the Great Barrier Reef. There are endless boat and beach fishing spots along the coast, the hub of Western Australia's Cray fishing industry. From Geraldton, fly or cruise to the Abrolhos Islands, where you will find fascinating history, secluded beaches and sheltered snorkelling waters.

Inland, the desert-scape of Nambung National Park is home to the strange limestone pillars called the Pinnacles a West Australian icon. One of the state's most magnificent and accessible national parks is Kalbarri. Steep gorges, carved out of the rugged red terrain over millions of years, provide amazing trekking and awesome scenery to capture on film.



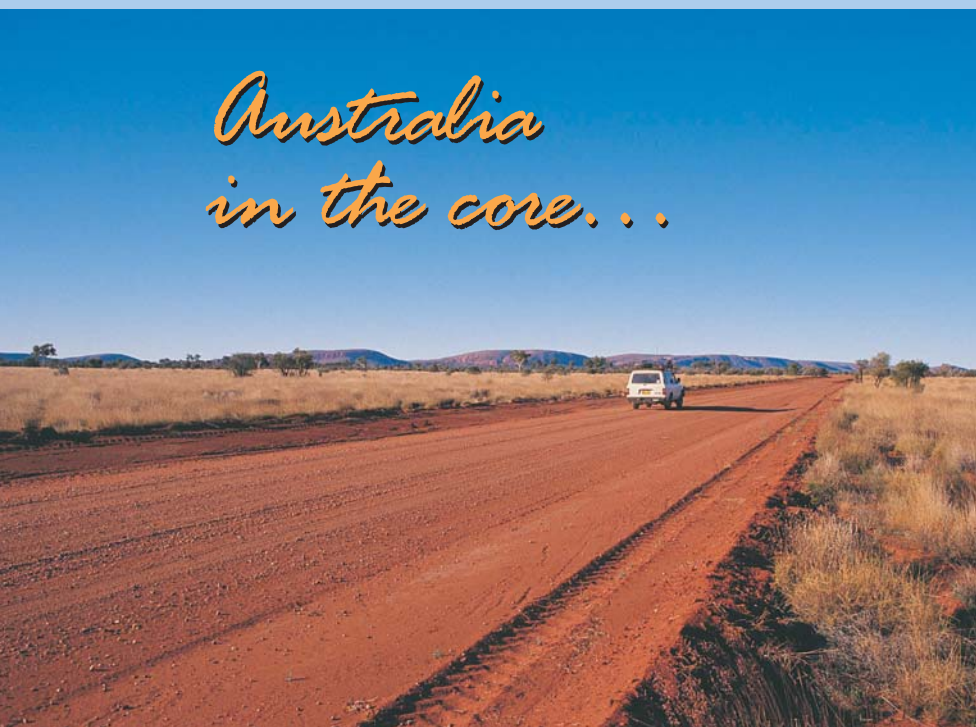
*Coral Coast of Australia...*

Four-wheel drivers will relish the Canning Stock Route, the Gunbarrel Highway through to Uluru and the sealed Eyre Highway across the expansive Nullarbor. Look for tours offering authentic Aboriginal encounters in and around the mining towns and settlements built by gold rush pioneers. Or simply get into the laid back atmosphere of rural life among grandiose heritage buildings, friendly pubs and hospitable farm stays. Kalgoorlie is the heart of Western Australia's gold mining country. Still a thriving mining town, it is also a living museum where visitors can visit a vast operational open-pit mine, explore an old mine shaft or try their hand at gold panning. In extreme contrast, the rugged coastline and sandy coves around Esperance create irresistible photo opportunities.

People flock to this small coastal town from far and wide for world class windsurfing and diving. Nearby islands, offer amazing eco experiences and a variety of accommodation options for holiday makers, while surrounding farmland rolls into rocky national parks. The area to the east of the Darling Range is popular for farm stay holidays and offers a taste of country hospitality.

Children will love the experience along with the farm animals. A trip to farming country is all about getting close to nature and into the clean, fresh air.

*The entire visit offers you a true Australian experience. So, plan your journey now.*



*Australia in the core...*



## Wining besides the MARGARET RIVER

**The Margaret River Wine Region enriches the Australian southwest part - where chatting and eating over glasses of wine and then trawling to cellar door would be the only work you would wish to do. Bordered by the Indian Ocean to the west and forests of ancient trees to the east, Margaret River has laid back atmosphere but with the added sophistication of being a centre for all things gourmet.**

There are more than 60 cellar doors in this area, many tempting with quality labels and free tastings, this accounts for around 20 per cent of Australia's premium wine sales. This is Margaret River basin. The pleasant routine of driving through rolling green pastures and neatly trained vines and then swirling, sniffing and sipping through endless varieties of Chardonnays, Semillons, Sauvignon Blancs, Shiraz, Cabernets and Merlots makes the trip to Margaret River a decadent but enjoyable one.

The success of the wines is paralleled by the upsurge in quality accommodation and restaurants. The region has succeeded in developing a 'foodies trail' of wineries, breweries, restaurants, olive groves and cheese makers. The 'Margaret River' label has also been applied to venison, chocolate, berries, coffee, candy, fudge and ice cream, so expect your suitcase to be groaning under the weight of bottles, boxes and bags of locally grown purchases on departure.

The natural bush and forest setting of the southwest provides the perfect backdrop for secluded chalet, retreat and spa accommodation properties. Many of these boast five star luxury facilities and intimate settings ideal for romantic getaways.

Lush green forests, the great ocean swells of the Roaring Forties and the easy atmosphere has attracted an eclectic mix of locals. Art and craft galleries are dotted amongst the vines, while battered Combi vans sit happily alongside Porches in car parks overlooking the surf breaks. The combination of outlooks, incomes and ways of life just adds to the diversity that is Margaret River.

The regrowth karri forests and pristine beaches are best seen along the Caves Road coastal drive. In the same area are caves to explore and two lighthouses to climb - the Dunsborough Lighthouse and the Leeuwin Lighthouse - both offering very different and spectacular views of the surrounding oceans.

The fishing in the area is hard to match, particularly along the Augusta coast and from Busselton Jetty, the longest wooden jetty in the southern hemisphere. You can dive and snorkel on the decommissioned HMAS Swan wreck at Dunsborough or take a whale watching

tour between Dunsborough and Augusta where Australia's longest whale watching season takes place.

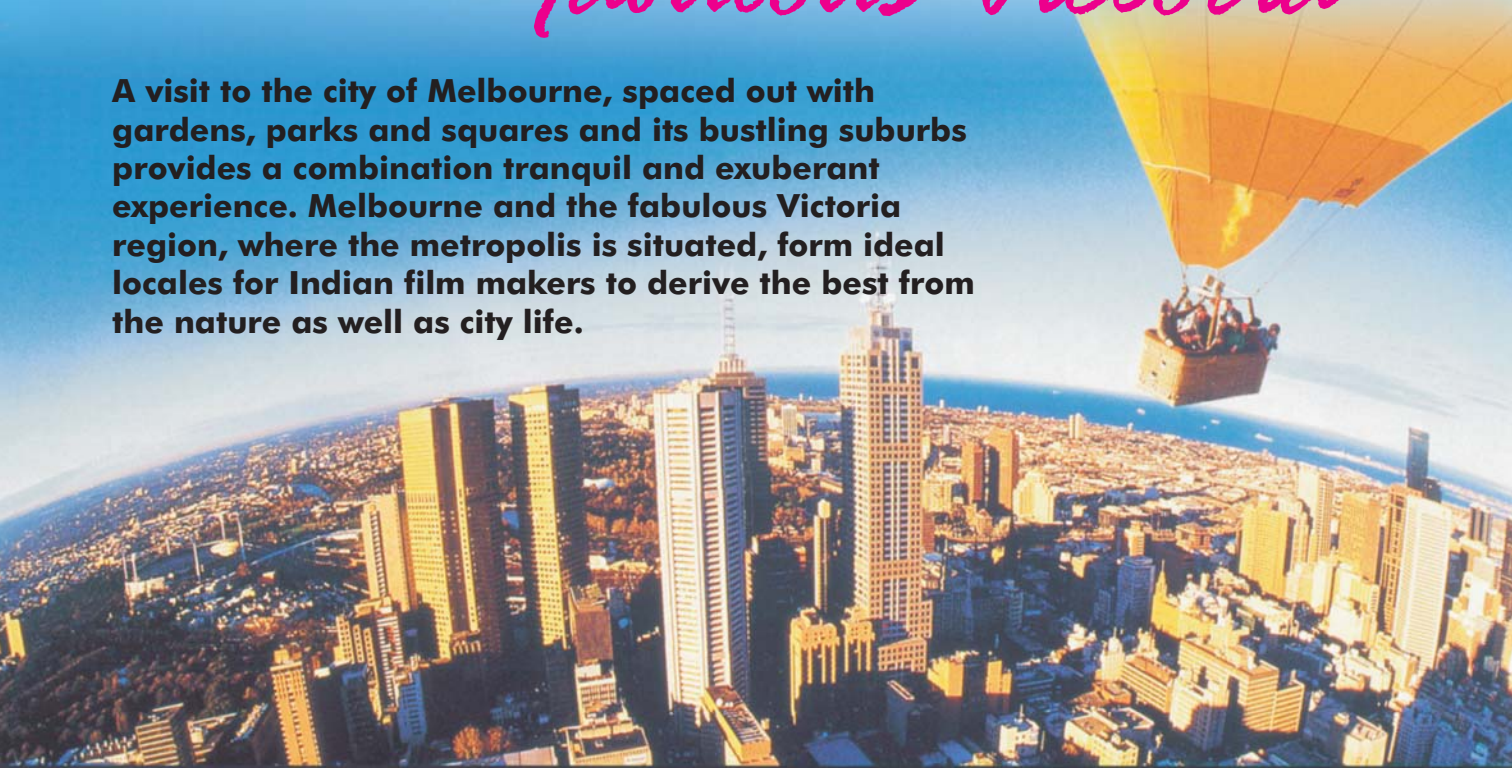
After so many long lunches and lazy mornings, some exercise could be just the thing to rejuvenate. There are many guided tours including forest walks, coastal treks, bush tucker tours or interpretive nature guides.





# Tranquil Melbourne, Fabulous Victoria

**A visit to the city of Melbourne, spaced out with gardens, parks and squares and its bustling suburbs provides a combination tranquil and exuberant experience. Melbourne and the fabulous Victoria region, where the metropolis is situated, form ideal locales for Indian film makers to derive the best from the nature as well as city life.**



Melbourne's parks, gardens and squares create a tapestry of space throughout the city from tranquil oases without a building in sight to civic hubs that brim with people all provide for some of the best locations a director could ask for to shoot his movies. From Fitzroy or Calrton Gardens that border CBD or the Royal Park across the Yarra River into Queen Victoria Gardens, provide perfect locales for showcasing real life in reel life.

The urban spaces come in all guises Federation Square, the City Square and the spectacular New Quay Promenade are popular places which not only symbolizes the true Melbourne spirit but also provide superb backdrop for Indian movies.

Dotted throughout the city are architectural signatures, historical and contemporary, which directors look up very frequently.

Natural Diversity is another aspect important to all Indian moviemakers countryside, hills and pristine coastlines Melbourne offers much more than just





fabulous parks and city visuals. An hour from Melbourne and you are into the famous Dandenongs and Yarra Valley. The cool mountains to the fertile valleys, the landscape throughout is diverse and breathtaking. The towering Mountain Ash forests along the Black Spur or the numerous national parks provide the picture perfect sets for romantic scenes for Indian movies.

If pristine beaches and coastline is the requirement then move over Dandenongs and Yarra Valley the Great Ocean Road is the place to set the directors cameras rolling. Considered to one of the best drives in the world it is indeed a visual treat with the blue skies and the water merging together in the distance and quaint yet very modern towns dotting the entire coastline. Stretching from Torquay to the South Australian border the spectacular rock formation like the Twelve Apostles, lush forest and lighthouses are indeed a directors dream come true.

**All in all Victoria can provide every diverse locale, an Indian director usually wants to make his movie a perfect hit within 3 hours from the main city of Melbourne.**

If the requirement is snow Victoria can offer you that too! A merry snowy experience in the month of June at Mt. Buller and encapsulate your shoot with adventure and fun skiing, trekking cross country or to simply showcase snow fights. The Chalets, Chateaus and Apartments in Victoria stretching from Yarra Valley to the Mt. Buller can also provide for excellent indoor locales.

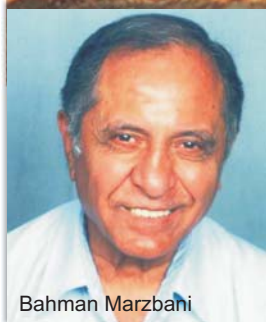
Tourism Victoria works in close tandem with the Melbourne based Black Cat Productions who is willing to provide every assistance to directors who are keen to shoot in Australia. It is one of the leading production houses in Australia making some of the most popular TVCs, music videos and corporate films. They also act as local producers to a number of international advertisements and film shoots in Australia, and has in the last twelve months fostered close relationships with producers in India who are interested in using Australian locations.

Black Cat and Tourism Victoria have successfully supported the BALAJI Telefilms's popular serial Kahani Ghar Ghar Kii and feature film Koi Aapsa in Victoria, and the prestigious TVS commercial with Sachin Tendulkar, Sohaib Akhtar, Jason Gillespie and Brett Lee in Melbourne and SA.



## Zeeman Wines Foray Into Indian Wine Market

Wining and dining go hand in hand. An indispensable part of a classy affair and the best company in a candle light dinner. There are numerous occasions when you look for a glass of wine. However, your love for wine could be well supported if you keep yourself abreast of the healthier aspects of drinking wine. The growing interest among Indians for wines have also attracted the Australian wine makers. Hence, Zeeman Wines makes its foray into Indian market with its latest joint ventures with Indian wine makers like Grover and Mountain View. Bahman Marzbani, the Managing Director, Zeeman Wines, Australia, spoke to Rojita Padhy about his plans to create awareness among Indians for wines and why he chose Nasik to promote it as a wine lovers paradise. Excerpts:



Bahman Marzbani

**How has been the performance of Zeeman wines and its expansion plans abroad, since your last visit to India?**

Zeeman wines has performed well, mostly in the South East Asian markets

and China. We also have an import license for exporting our wines to California in USA. As far as India is concerned, we are looking at the BIG picture. We are not just looking at exporting wines; we also have plans and are well on the way of implementing several projects, which will put India on the wine map of the world.

**In the span of a year, do you find any change among wine lovers in India? What latest trends do you see in the wine market?**

India continues to march on towards economic progress. It is gaining world recognition not only as a self-sufficient country; but also as a Country with a Class. It is also seeing a change in its eating and drinking habits. India is embracing, enhancing and maintaining its culture and adopting other food and drink habits as well adapted to Indian customs and culture. There is a noticeable shift in the drinking habits, mostly in the middle age and the elder citizen age group to drink wines. It is becoming more of a fashion and trend, especially, by the ladies to be seen with a glass of wine, sipping it slowly and enjoying it, rather than with hard liquor or beer. At the big weddings that I have been to recently, I was amazed to see a great number of indians sipping and enjoying wine. This trend will continue, not only in India, but in many of the SE Asian Countries as well. China is warming up to wine as a health drink.

**What is the purpose of your visit to India this time? What plans do you have for Nasik? Why only Nasik?**

The purpose of my visit to India is to renew acquaintances, catch up with the wine distributors and importers and impress upon them the importance of educating to consumers of alcoholic liquors, the health benefits of wine and the reason they should consider looking at an alternative of hard liquor and yet maintain a healthy body. This would benefit the older ladies staying at home and not venturing out to clubs, etc to drink wine in moderation with their dinner and enjoy not only good health but also maintain a good lifestyle.

**Why Nasik?**

Well, Nasik is a famous grape growing region of Maharashtra. The farmers have in the past few years, replaced growing table grapes; by wine grapes and the result have been outstanding. Various types of wine grapes are being grown and most of the farms are currently just selling their grapes at a very low price to the wineries. My plan for Nasik is to grow it into the most famous and renowned wine region of not only India, but also in the world. We have the climate, the soil, human resources and the ability to learn the art of viticulture and oenology in India. In order to achieve this ultimate aim, we plan to set up an Institute of Viticulture and Oenology in Nasik. We have put together the Curriculum Courses at all levels for this purpose. We have the acceptance of world class Australian Viticulturists and Oenologists to Teach the Teachers' in India to carry on and promote the Indian wine scenario.

**You spoke about a wine club that you are planning to open in Nasik, what would be the benefit for the members of the wine club?**



In order to promote wine both as a health drink and a pleasure to sip, we need to motivate consumers to consider wine as more attractive alternative to other hard liquors. The wine club will offer several benefits to the consumers.

#### **Amongst them being:**

- Education and appreciation of wines
- Wide choice of wine varieties at extremely competitive prices
- Trends and directions of wines in India and worldwide
- Invitation to wine crushing and making process
- Purchasing wines online for home delivery
- Invitation to wine tasting
- Set-up of a Picnic area adjacent to the winery
- Designing personalised wine labels for weddings, parties, invitations, etc.

#### **Tell us about the Joint Venture which you are getting into?**

There are two JVs I will be getting into. One is with Mountain View Winery in Nasik, for setting up the Institute, the wine club, establishing a wine export distribution network both locally and overseas. We welcome any distributor to contact us for his purpose. We shall also be providing quality bulk wines to be bottled in India. Mr. Hambir Phadtare is the Managing Director of Mountain View Winery. The other is with an Australian Company Global Wine Exporters. We shall be working together to ensure that our customers and consumers' need for wines are met without waiting a long time for shipments of wines to reach India from Australia. We have this under control and we are currently marketing a couple of our brands in India. Mr. Andrew Mcloughney is the CEO of Global Wines Exporters, who is a very experienced wine maker.

#### **6) Something about your last visit to China. How is the wine market in China?**

My last visit to China was extremely fruitful. We already have a couple of visitors who are visiting us in Sydney to sign the contracts. The market in China is similar to India, but a bit more sophisticated. The Chinese are extremely health conscious and are getting more into the wine drinking habit. Unlike India, this is very evident in the bars and nightclubs in Shanghai and Guangzhou.

#### **7) You are promoting Australian wines in Cairo. Elaborate on**

#### **your forthcoming visit to Cairo and your role?**

I have been invited by Austrade to attend a function given by the Australian Ambassador to Cairo, Egypt. Austrade is putting up a "Touch and Taste" event where about 500 visitors are invited from various Embassies, Hotels, etc. We shall be promoting Australian meat and wines. I will be representing five of the nine Australian wineries from an Australian wine Syndicate, which I head.

#### **8) The Need of a World Wine Library?**

This is to attract tourists and the locals to Nasik, India's wine city. Branded Wines from all over the world will have a stall. Their wines will be exhibited. A PC will talk about these wines and those interested can purchase these online to be sent to the country or the city of order. Wine tasting and snacks will also be made available at the world wine library.

#### **9) Latest wine brands developed by Zeeman Wines?**

We have included several wines from West Australia and from the Hunter Region to compliment our wines. These wines will be specially processed for us and bottled for us. We have taken care to select the right grapes for our wines.

#### **10) What is the latest development in the building of winery in Nasik?**

The construction of the winery is nearly completed. The machinery will be installed for the first crush before end Feb. 2005. The machinery is from Italy. The bottling plant will be installed by June. White wines will be bottled first. Australian good quality Bulk wines will be bottled at this time. Mountain View Reds will be bottled in September/October timeframe as they will be matured in French Oak Barrels and usually takes a longer time. The area leading to the vineyard will be cleared after the harvest by end February and converted to a recreation and a picnic area as per the plan and schedule. The Institute for Viticulture and Oenology is scheduled to be built by the winery itself. A Resort will also be built for tourists and others to stay there overnight if they wish. There is a lot of excitement in the Nasik area to make it the wine Capital of India and Mountain View Winery will lead the way.

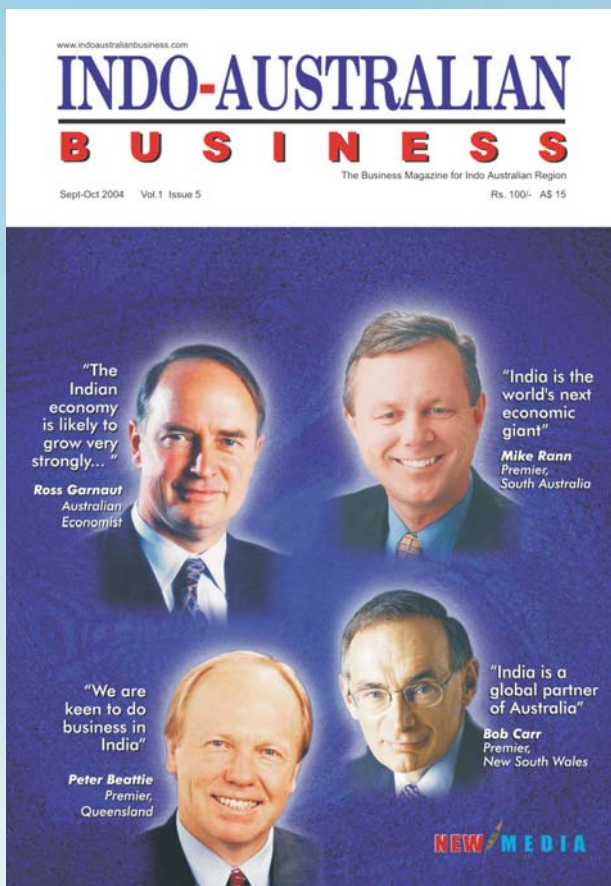
#### **Anything else you would like to add.**

I am also promoting Indian wines in Australia. Alongside with Mountain View wines, I shall also be promoting another famous Indian brand.



## INDO-AUSTRALIAN BUSINESS:

A bi-monthly magazine, whose objective is to promote bilateral trade and commerce between India and Australia through publication of news, views and analyses of issues related to both countries. It also provides a communication platform to create a conducive environment to strengthen cultural and political relations between India and Australia.



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