

# ABHI: BABY DRAGON FLYING TIGER

## \$45M PRODUCTION / \$25M TALENT / \$50 MARKETING

GOLDILOCKS STRATEGY • \$120M TOTAL • INDIA'S ANSWER TO DISNEY/PIXAR

### EXECUTIVE SUMMARY - GOLDILOCKS STRATEGY

**\$530.6M**

Most Expected Global Box Office

**\$260.9M**

Projected Net Profit

**217%**

Return on Investment

**\$646.2M**

Combined Revenue (Box Office + Streaming)

#### **GOLDILOCKS PERFECTION:**

- Total Investment: \$120M (\$70M Production + \$50M Marketing)
- Conservative Profit: \$209.9M (175% ROI)
- Optimistic Profit: \$311.8M (260% ROI)
- Strategic Position: Premium TV/Streaming quality with wide global release

## GOLDILOCKS METHODOLOGY

**Strategic Positioning:** India's answer to Disney/Pixar with premium production values and global reach

**Mixed A-List Strategy:** Stephen Chow (\$5M), Michelle Yeoh (\$1.6M), Priyanka Chopra (\$4M) for maximum cultural impact

**Market Penetration:** Wide global release targeting premium family entertainment positioning

**Quality Benchmark:** Premium TV/Streaming quality with theatrical excellence across all markets

Territory	60% Low	75% Low	90% Low	Most Expected	90% High	75% High	60% High
CN China	\$95.0M	\$108.5M	\$122.0M	<b>\$135.5M</b>	\$149.0M	\$162.5M	\$176.0M
us United States	\$62.5M	\$71.3M	\$80.0M	<b>\$88.8M</b>	\$97.5M	\$106.3M	\$115.0M
IN India	\$42.0M	\$47.3M	\$52.5M	<b>\$57.8M</b>	\$63.0M	\$68.3M	\$73.5M
JP Japan	\$28.5M	\$32.6M	\$36.8M	<b>\$40.9M</b>	\$45.0M	\$49.1M	\$53.3M
GB United Kingdom	\$18.0M	\$20.3M	\$22.5M	<b>\$24.8M</b>	\$27.0M	\$29.3M	\$31.5M
DE Germany	\$16.5M	\$18.6M	\$20.8M	<b>\$22.9M</b>	\$25.0M	\$27.1M	\$29.3M
FR France	\$14.0M	\$15.8M	\$17.5M	<b>\$19.3M</b>	\$21.0M	\$22.8M	\$24.5M

Territory	60% Low	75% Low	90% Low	Most Expected	90% High	75% High	60% High
<b>KR South Korea</b>	\$13.5M	\$15.4M	\$17.3M	<b>\$19.1M</b>	\$21.0M	\$22.9M	\$24.8M
<b>AU Australia</b>	\$11.0M	\$12.4M	\$13.8M	<b>\$15.1M</b>	\$16.5M	\$17.9M	\$19.3M
<b>CA Canada</b>	\$10.5M	\$11.9M	\$13.3M	<b>\$14.6M</b>	\$16.0M	\$17.4M	\$18.8M
<b>IT Italy</b>	\$9.5M	\$10.7M	\$12.0M	<b>\$13.2M</b>	\$14.5M	\$15.7M	\$17.0M
<b>ES Spain</b>	\$8.5M	\$9.6M	\$10.8M	<b>\$11.9M</b>	\$13.0M	\$14.1M	\$15.3M
<b>BR Brazil</b>	\$8.0M	\$9.0M	\$10.0M	<b>\$11.0M</b>	\$12.0M	\$13.0M	\$14.0M
<b>MX Mexico</b>	\$7.5M	\$8.4M	\$9.4M	<b>\$10.3M</b>	\$11.3M	\$12.2M	\$13.1M
<b>RU Russia</b>	\$7.0M	\$7.9M	\$8.8M	<b>\$9.6M</b>	\$10.5M	\$11.4M	\$12.3M
<b>NL Netherlands</b>	\$6.0M	\$6.8M	\$7.5M	<b>\$8.3M</b>	\$9.0M	\$9.8M	\$10.5M
<b>TH Thailand</b>	\$5.5M	\$6.2M	\$6.9M	<b>\$7.6M</b>	\$8.3M	\$9.0M	\$9.7M
<b>ID Indonesia</b>	\$5.0M	\$5.6M	\$6.3M	<b>\$6.9M</b>	\$7.5M	\$8.1M	\$8.8M
<b>PH Philippines</b>	\$4.5M	\$5.1M	\$5.6M	<b>\$6.2M</b>	\$6.8M	\$7.3M	\$7.9M
<b>MY Malaysia</b>	\$4.0M	\$4.5M	\$5.0M	<b>\$5.5M</b>	\$6.0M	\$6.5M	\$7.0M

Territory	60% Low	75% Low	90% Low	Most Expected	90% High	75% High	60% High
GLOBAL TOTAL (Top 20)	\$366.1M	\$416.4M	\$466.8M	\$514.1M	\$563.4M	\$612.7M	\$662.0M
ALL TERRITORIES	\$378.1M	\$428.9M	\$479.8M	\$530.6M	\$581.4M	\$632.2M	\$683.0M

Premium production quality with comprehensive global reach | Top 20 markets represent 96.9% of revenue | Wide global release strategy

## GOLDILOCKS STRATEGY INSIGHTS

### Premium Positioning Excellence

**Strategic Identity:** India's answer to Disney/Pixar

**Production Quality:** Premium TV/Streaming standard

**Market Position:** Premium family entertainment

**Competitive Edge:** Superior efficiency vs Disney benchmarks

### A-List Cultural Power

**China Impact:** \$135.5M (25.5% of global revenue)

**United States:** \$88.8M (16.7% of global revenue)

**India Breakthrough:** \$57.8M (10.9% of global revenue)

**Combined Cultural Markets:** 53.1% of total box office

### Revenue Excellence

**Theatrical:** \$530.6M (82.1%)

**Streaming Year 1:** \$115.6M (17.9%)

**Total Combined:** \$646.2M

**Studio Net Revenue:** \$380.9M

### **Success Multipliers**

**Stephen Chow Impact:** +\$65M China boost (1444% ROI)

**Michelle Yeoh:** +\$25M global appeal (1563% ROI)

**Premium Animation:** +\$180M quality premium

### **GOLDILOCKS PERFECTION ACHIEVED**

#### **ABHI Production Analysis**

Goldilocks Strategy • Premium quality with optimal investment efficiency  
Focus: India's answer to Disney/Pixar with global cultural resonance