

KALARI KAUR

Investor Summary

Title	KALARI KAUR
Director	Balbeer Bahi
Lead	Anjali Sreejith (8th generation Kalari master)
Stars	Kulvinder Ghir, Divya Dutta, Gurnam Bhullar, Xing Yu
Date of Principal Photography	01-Apr-26
Total Budget Gross	£1,566,000 (£1.06M production + £0.5M marketing)

FUNDING STRUCTURE

India Cine Hub Incentive	£325,000	40% of India spend
Private Equity/Angel Investors (SEIS)	£250,000	50% tax relief for investors
UK Global Screen Fund	£209,694	UK/India co-production grant
UK Enhanced AVEC (IFTC)	£110,306	39.75% of UK spend
Pre-sales/Distribution Advances	£100,000	Based on 4 stars
Regional UK Funds	£42,600	e.g. Film Scotland
Creative Europe MEDIA	£28,400	e.g. European grants
Production Total	£1,066,000	less marketing

SALES & DISTRIBUTION

Domestic Sales Agent	TBD , EROS Media World (CAA / Range / Endeavor)
Foreign Sales Agent	TBD (WME / Endeavor / UTA)

PRODUCTION DETAILS

Principal Photography (weeks)	8 weeks (48 days)
Location: Punjab India	8 weeks

LEGAL REPRESENTATION

UK Legal	Bizlaw UK (Reina Menezes D'Costa)
US Legal	TBD

COLLECTED GROSS RECEIPTS (CGR)

	Low	Medium	High	Notes
Theatrical	£2,362,727	£10,372,500	£27,660,000	Box Office
Streaming	£1,063,224	£4,667,625	£12,447,000	SVOD, PVOD etc.
Other revenue	£141,762	£622,350	£1,659,600	details below.
Subtotal	£3,567,713	£15,662,475	£41,766,600	

INDUSTRY DEDUCTIONS (56.1% of CGR) - Cinema cuts (45%), Sales agents (15%), Distributor fees (27.5%), Legal/Collection (2%) etc.

	Low	Medium	High
Total Industry Deductions 56.1%	£2,001,487	£8,786,650	£23,431,063
NET TO PRODUCER	£1,566,226	£6,875,826	£18,335,537

COST RECOUPMENT

Production £1.066M less tax credits (£435K) and pre-sales (£100K)

Item	Low	Medium	High
Net Production Investment	£530,694	£530,694	£530,694
Remaining	£1,035,532	£6,345,132	£17,804,843

DEFERRED PAYMENTS – reduced upfront to minimise initial expenditure

	Low	Medium	High
Writer/Director/Producer Deferrals	£85,000	£85,000	£85,000
Remaining After Deferrals	£950,532	£6,260,132	£17,719,843

BACKEND PARTICIPATIONS

Low end industry standard	Low	Medium	High
Writer Backend (2.5% of Gross)	£89,193	£391,562	£1,044,165
Director Backend (4% of Gross)	£142,709	£626,499	£1,670,664
Total Backend	£231,902	£1,018,061	£2,714,829

INVESTOR RECOUPMENT

Investor	Low (110%)	Medium (120%)	High (120%)	Initial Investment
Private Equity/Angel (SEIS)	£275,000	£300,000	£300,000	£250,000
BFI UK Global Screen Fund	£230,663	£251,632	£251,632	£209,694
Regional UK Funds	£46,860	£51,120	£51,120	£42,600
Creative Europe MEDIA	£31,240	£34,080	£34,080	£28,400
Total Investor Recoupment	£583,763	£636,832	£636,832	£530,694
Remaining After Recoupment	£366,769	£5,623,300	£17,083,011	

NET PROFIT SPLIT (50/50) - Additional profit share - Producers/Execs/Talent

	Low	Medium	High
50% to Investors	£183,385	£2,811,650	£8,541,506
50% to Production Company	£183,385	£2,811,650	£8,541,506

TOTAL INVESTOR RETURNS

	Low	Medium	High
Investor Recoupment	£583,763	£636,832	£636,832
Profit Share (50%)	£183,385	£2,811,650	£8,541,506
TOTAL RETURN TO ALL INVESTORS	£767,148	£3,448,482	£9,178,338
Weighted Average ROI	1.45x	6.50x	17.30x

INDIVIDUAL INVESTOR RETURNS (Medium Scenario)

Investor	Investment	Equity %	120% Recoup	Profit Share	Total Return	ROI Multiple
Private Equity - Angel (SEIS)	£250,000	47.10%	£300,000	£1,324,566	£1,624,566	6.50x
BFI UK Global Screen Fund	£209,694	39.51%	£251,632	£1,010,969	£1,262,601	6.02x
Regional UK Funds	£42,600	8.03%	£51,120	£225,812	£276,932	6.50x
Creative Europe MEDIA	£28,400	5.35%	£34,080	£150,652	£184,732	6.50x
TOTAL ALL INVESTORS	£530,694	100.00%	£636,832	£2,811,650	£3,448,482	6.50x

SALES - FESTIVAL TARGETS

Festival Targets Sundance, TIFF, Berlin, Busan

THEATRICAL - BOX OFFICE AND REVENUE PROJECTIONS**Territory**

	Low	Most Expected	High
ASIA			
India	£1,025,046	£4,500,000	£12,000,000
China	£410,018	£1,800,000	£4,800,000
Pakistan	£85,420	£375,000	£1,000,000
Bangladesh	£25,626	£112,500	£300,000
Japan	£7,906	£35,000	£93,320
South Korea	£5,690	£25,000	£66,680
Hong Kong	£5,690	£25,000	£66,680
Taiwan	£3,417	£15,000	£40,000
Indonesia	£34,168	£150,000	£400,000
Malaysia	£34,168	£150,000	£400,000
Singapore	£25,626	£112,500	£300,000
ENGLISH-SPEAKING			
United Kingdom	£187,925	£825,000	£2,200,000
Australia/New Zealand	£42,710	£187,500	£500,000
EUROPE			
Germany	£25,626	£112,500	£300,000
France	£25,626	£112,500	£300,000
Spain	£17,084	£75,000	£200,000
Italy	£17,084	£75,000	£200,000
AMERICAS			
USA & CANADA	£170,841	£750,000	£2,000,000
Latin America	£34,168	£150,000	£400,000
MIDDLE EAST			
UAE/Middle East	£51,252	£225,000	£600,000
EAST EUROPE			
Russia/Others	£59,794	£262,500	£700,000

THEATRICAL - BOX OFFICE AND REVENUE PROJECTIONS – Contd.**R.O.W.**

Nigeria/West Africa	£42,710	£187,500	£500,000
South Africa	£13,667	£60,000	£160,000

Other Territories	£11,465	£50,000	£133,320
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THEATRICAL TOTAL	£2,362,727	£10,372,500	£27,660,000
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POST-THEATRICAL STREAMING REVENUE

Category	Low	Most Expected	High
SVOD Primary (Netflix/Amazon/Disney+)	£472,545	£2,074,500	£5,532,000
TV Rights (Broadcast)	£236,272	£1,037,250	£2,766,000
PVOD (Premium VOD)	£118,136	£518,625	£1,383,000
SVOD Secondary (Smaller platforms)	£94,509	£414,900	£1,106,400
AVOD (Ad-supported)	£70,881	£311,175	£829,800
Cable/Digital TV	£70,881	£311,175	£829,800
POST-THEATRICAL STREAMING TOTAL	£1,063,224	£4,667,625	£12,447,000

OTHER REVENUE STREAMS

Category	Low	Most Expected	High
Physical Media (DVD/Blu-ray)	£59,068	£259,313	£691,500
Ancillary (Soundtrack/Merch)	£47,254	£207,450	£553,200
Educational Market	£35,440	£155,588	£414,900
OTHER REVENUE TOTAL	£141,762	£622,350	£1,659,600

COMPLETE FINANCIAL SUMMARY

Category	Low	Most Expected	High
Global Box Office (Theatrical)	£2,362,727	£10,372,500	£27,660,000
Post-Theatrical Streaming	£1,063,224	£4,667,625	£12,447,000
Other Revenue (Physical/Ancillary)	£141,762	£622,350	£1,659,600
GRAND TOTAL	£3,567,713	£15,662,475	£41,766,600

FURIE , COMPARABLE FILM

Film Comparison	Gross Budget	Adj Ratio
FURIE (Vietnam 2019)	£1,500,000	1
Kalari Kaur (£1M Budget)	£1,500,000	1

COMPARABLE PERFORMANCE

Item	FURIE - Actual (£)	KALARI KAUR - Projected (£)	Notes (most expected)
Theatrical Revenue	£6,600,000	£4,500,000	FURIE: Vietnam (pop. 97M) / KALARI KAUR India (pop. 1.4B)
Streaming & Other	N/A	£2,245,000	KK: SVOD, TV rights, physical, ancillary
Festival Awards Boost	Included	£1,865,000	KK: Long tail revenue potential (Years 2-3)
Subtotal	£6,600,000	£8,545,000	Similar budget, larger addressable market

KEY SUCCESS FACTORS COMPARISON

Factor	FURIE (2019)	KALARI KAUR (2026)
Budget	£1.5M	£1.5M (identical)
Lead	Veronica Ngo (Actress/martial artist)	Anjali Sreejith (8th gen Kalari master - authentic credentials)
Star Power	Regional star (Vietnam)	4x Star Power - Kulvinder Ghir, Gurnam Bhullar, Divya Dutta & Xing Yu vs FURIE's single, regional star.
Martial Art	Generic martial arts	Kalari - FIRST major film showcase (zero competition)
Primary Market	Vietnam (97M population)	India (1.4B population) = 14x larger market
Box Office	£6.6M theatrical only	£8.5M total (theatrical + streaming + long tail)
ROI	4.40x (theatrical only)	2.78x net to investors (after all deductions)
Festival Strategy	Toronto Film Festival premiere	Sundance/TIFF/Berlin/Busan targets
Cultural Authenticity	High - authentic Vietnamese story	Very High - first authentic Kalari showcase globally
Distribution	Well Go USA (genre specialist)	EROS + targeting genre specialists + streaming platforms

WHY KALARI KAUR CAN MATCH/EXCEED FURIE PERFORMANCE

Market Size Advantage	India's 1.4B population vs Vietnam's 97M = 14x larger addressable market. Even capturing a fraction of India's market equals FURIE's total performance.
Zero Competition	First major film showcasing Kalari martial arts globally. FURIE competed with numerous Vietnamese action films.
Authentic Credentials	Anjali Sreejith is genuine 8th generation Kalari master - not an actor learning martial arts. Creates authentic media narrative.
Multiple Revenue Streams	FURIE relied primarily on theatrical. KK has theatrical + streaming + TV + physical + educational/training market licensing potential.
Festival Darling Potential	Ultra-low budget + authentic story + female empowerment + unique martial art = perfect festival circuit positioning.
Streaming Era Advantage	FURIE released 2019 (early streaming). KK releases 2026 = mature streaming market with platform bidding wars for unique content.
Cultural Moment	Growing global appetite for authentic Asian stories (Everything Everywhere, RRR success). Indian content having global breakthrough moment.

CONSERVATIVE POSITIONING NOTE

Our £8.55M projection is 30% higher than FURIE's £6.6M despite 14x larger primary market. This reflects:

Lower marketing budget (£500K vs FURIE's estimated £750K)

First-time feature for lead actress

UPSIDE POTENTIAL

Given lead actor Anjali is from Kerala and S. India's proven appetite for Kalari - *[Tamil Nadu (pop. 77M), Karnataka (pop. 68M), Andhra Pradesh (pop. 54M), Telangana (pop. 40M), Kerala (pop. 36M) – total S. India pop. 275M]*

Similar market penetration as FURIE - adjusted for x2.8 market size – revenue in S. India alone for **KALARI KAUR** could easily reach £10-20M+.