

PROJECT INFORMATION MEMORANDUM

Objective of MFSCDC

- The following are some of the main objectives of the Authority viz. Maharashtra Film, Stage and Cultural Development Corporation towards Film City facility in Goregaon:
 - To aid, assist, counsel, protect, organise, initiate, promote and accelerate cultural activities in the field of cinema, dramatics, folk art including Tamasha, music, dance and other performing arts
 - To develop, aid, assist, initiate, promote, organise and finance the production, distribution and exhibition of films generally and especially in Marathi including grant of assistance on specially favourable terms as well as in other languages
 - To aid, assist, promote, organise, initiate and develop stage and performing arts in Maharashtra by providing a suitable infrastructure on commercial basis such as providing first-run cinema / drama theatres in key centres
 - To start, develop, maintain, expand, modernize, manage and run on commercial lines film cities and to take over and manage existing film city at Goregaon, Mumbai

Current Situation of Film City

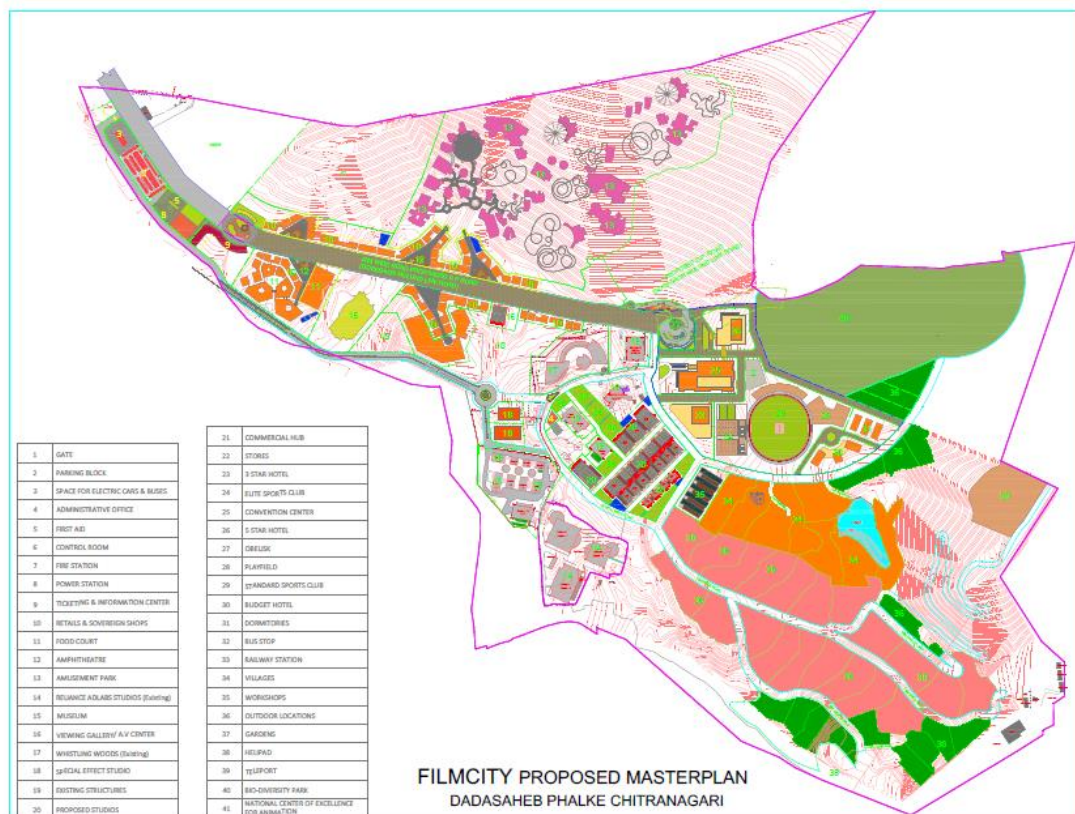
- Existing condition of Shooting Facilities
 - Inadequate number of studio floors, back lots & Storage facilities. Additionally, the studios and structures are in a dilapidated condition and unsafe for work
 - Improper and unsafe methods followed for providing water and electricity at outdoor locations
 - No provision for in-house accommodation for the shooting crew based out of Mumbai
- Lack of Post-Production Facilities
 - Absence of state-of-the-art post-production facilities in the Film City campus so as to provide a one-stop destination for production houses
 - Lack of up-linking facilities that are key to certain verticals of production houses
- Competition & Other Critical Parameters
 - Emergence of parallel film shooting centres / studios within Mumbai and across India
 - Evolvement of Film shooting facilities in China
 - Encroachments by Slum Dwellers & Adivasi Padas

Vision for Film City

Keeping the above objectives in mind and looking at the current state of Film City, MFSCDC envisions to transform the current facility into an international standard integrated film-making destination. The vision thus focusses on providing a one-stop solution for content producers in the country by providing adequate infrastructure across pre-production, production and post-production aspects of the film-making lifecycle. In addition to this, MFSCDC also envisages to develop the facility as an Indian cinema based concept-tourism & entertainment destination

Project Description

MFSCDC has developed a concept plan, as given below, for an indicative reference in line with the objectives and vision outlined above. However, it should be noted that the same is to be used as a guideline to achieve the project objective and that the Bidders would have flexibility to formulate their respective development plan under the ambit of the conditions outlined in the RFP document.



The project has been bifurcated into **mandatory components with minimum requirements and additional components**:

1. Mandatory Components with Minimum Requirements:

- A. Film related production facilities such as Studios, Sound Stages, Outdoor Locations (within Studio complex), workshops & stores & post production facilities like special effects Studios and teleport facility
- B. Tourism & entertainment related components like amusement parks & museum
- C. Handover of Bio-Diversity Park and Administration Building to the Authority
- D. Hospitality components with respective minimum requirements – 5-Star Hotel (200 Keys), 3-Star (150 Keys), Budget (100 Keys) and Dormitories (300 Beds) and Convention Centre (Capacity of 1,500 PAX)
- E. Flexibility provided to arrive upon size of theme park, museum (comprising both bollywood based and Maharashtra cultural based museum) and viewing gallery – Underlying concept of these components need to be related to bollywood / cinema industry

- 2. Additional Components:** Further, components envisaged in the larger master plan like retail shops, commercial hub, obelisk, data archival, clubs and stadium facility have been kept open and at the discretion of the Bidder

The project defined in the RFP document pertains to the **Mandatory components with Minimum requirements (outlined above)** and has the following key aspects for a quick reference:

- Total Land Area to be transferred – **Approx. 280 Acres**
- Total Project Cost – **Approx. INR 2,605 Crores**
- Concession Period – **40 Years**
- Concession Fee to be collected on the land area
- Bidding Criteria – **Premium offered by the Bidders in the form of Revenue Share**

The following section delineates an indicative architectural characteristic for the project components outlined above and are just for the reference of the Bidders:

ARCHITECTURAL CHARACTERISTICS



MONUMENTAL AVENUE

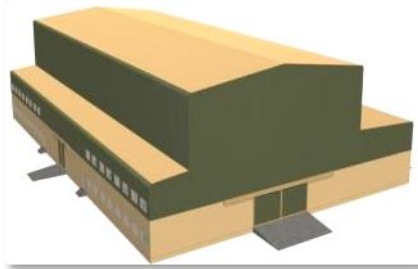
- 1.09 KM
- Retails
- Food court
- Amphitheatre
- Viewing Gallery
- Simulator rides
- Rest rooms
- Amusement park
- Museum
- Common parking



MUSEUM

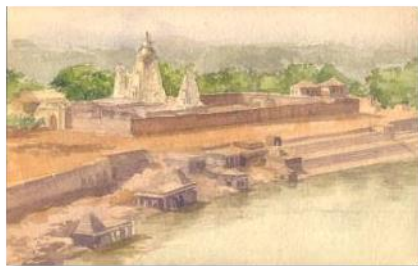
- World Class Bollywood & Maharashtra Cultural Museum with state of art facilities
- Showcase wide spectrum of the Indian Cinema as well as Marathi Culture
- Promote film exhibits, film archives and will also showcase the film process





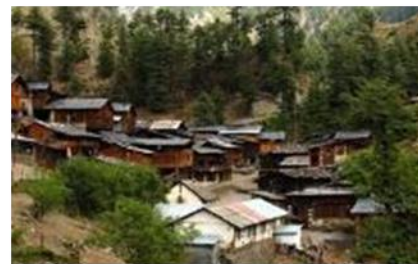
STUDIOS

- 11(existing) + 20 new Studios making it Total 31 Studios
- One hub (one stop place for all the film related fraternity)
- State-of-art studios
- Flexibility in the type and the size of studios
- Provision of Pre - production, production and post production facilities under one roof
- Safe and secure environment



VILLAGES & OUTDOOR SETS

- 8 village locations
- 42 outdoor locations
- Provision of common facilities for Villages and Outdoor locations
- Common Parking area



HOTEL & CONVENTION CENTER

- 5-star Hotel
- 3-star Hotel
- Budget hotel
- Dormitories
- Convention hall





ADMINISTRATIVE OFFICE

- This would be transferred to the Authority to house their office within the Film City campus
- Designed considering the state of art amenities and elevation



BIO-DIVERSITY PARK

- The site has wide range of flora and fauna.
- It also has many botanical species of plants.
- It nests different species of insects, birds and animals.
- Provide ecological diversity and form essential structural and functional elements that make cities and urban areas more livable places for their citizens.

