

After *Krishna* it's *Prithviraj Chauhan*

Inspired by the success of *Krishna...Aayo Natkhat Nandalal*'s home video, the makers of the film, Shethia Audio & Video, have announced their next animation film *Prithviraj Chauhan*. To be directed by Rakesh Prasad and produced by Shashikant D Chedda, its music will be scored by Bapi-Tutul.

"Making an animation film in India is much cheaper around Rs 40- Rs 80 million as compared to the West. And the demand for films based on Indian mythological and historical super heroes like *Hanuman*, *Krishna*, *Ganesh* and *Prithviraj Chauhan* is growing in foreign countries having a huge NRI population. The home videos of these films are a cheaper option for the NRIs too with ticket rates escalating worldwide," says Amit Chedda, MD, Gipsy Video. Gipsy Video has also been involved in the making of animated videos like *Vikram & Vetal*, *Akbar & Birbal* and *The Panchatantra Series* since 2001 along with licensed animation series like *Tin Tin*, *Spiderman*, *He-Man*, *Popeye* and *Asterix*.

