“FIRE IN THE BELLY.......”
IS PUNJABI CINEMA UNDERGOING A MAKEOVER?
A STRATEGIC ANALYSIS-A CASE STUDY

DR. JASKARAN SINGH DHILLON*, DR. RUBEENA BAJWA**, MS. TEJBIR SAINI**

*ASSOCIATE PROFESSOR,
SRI GURU GRANTH SAHIB WORLD UNIVERSITY, FATEHGARH SAHIB;

**ASSISTANT PROFESSOR,
SRI GURU GRANTH SAHIB WORLD UNIVERSITY, FATEHGARH SAHIB (INDIA)

***ASSISTANT PROFESSOR
SRI GURU GRANTH SAHIB WORLD UNIVERSITY, FATEHGARH SAHIB (INDIA)

ABSTRACT:
After a slow and sluggish start, the Punjabi film industry seems to be now poised to scale new highs and is increasingly becoming popular not only in the north Indian state, but also in overseas locations where a sizeable number of the NRI population with their roots in Punjab have settled down. The primary marketing objective of all the movie makers in the state has been to simply entertain their existing admirers to sustain a competitive advantage and ensure continued satisfaction and loyalty of cine goers. Gathering pace form 1936...... In 2013 alone, 42 Punjabi movies were released. This might be less than the 103 Marathi and 105 Bengali movies, but industry insiders believe that things are moving in the right direction. The present case study would help in analysis of the Punjabi film industry which is going to determine its future......


REFERENCES

10. http://latestpunjabifilms.blogspot.in/
20. http://www.boxofficeindia.co.in/%E2%80%9Cpunjabi-films-are-growing-as-they-have-more-universal-appeal%E2%80%9D/2/
33. http://www.punjabimovie.co.in/history-of-punjabi-move/
37. http://www.punjabiportal.com/forum/re-support-punjabi-cinema-t3085.html#p406547