



**Mr. Amit Khanduja**  
Managing Director

## **TEM with Amit Khanduja, Managing Director at Reliance Entertainment Studios**

**TEM** : Thank you so much for joining us today, Amit. It's a pleasure to have you with us.

**Amit Khanduja** : Thank you for having me! I'm excited to be here and to have this conversation.

**TEM** : Amit, you have an extensive career in the entertainment industry. As the Managing Director of Reliance Entertainment Studios, you must be overseeing quite a number of exciting initiatives. Can you tell us about your journey so far?

**Amit Khanduja** : Absolutely. My journey in the entertainment industry has been an incredibly rewarding and dynamic one. I began my career with a passion for content creation and understanding the intricacies of the film and media landscape. Over the years, I've had the privilege of being involved in both creative and strategic aspects of the business, which is something that drew me to the role I have now at Reliance Entertainment Studios.

Reliance Entertainment Studios is one of the leading entities in the Indian entertainment ecosystem. It's a global company that creates, produces, and distributes films across genres, in India and internationally. The team I work with is extremely talented, and the culture at Reliance is very collaborative. Our approach has always been to blend the art of

storytelling with the science of business. So far, the experience has been nothing short of fulfilling.

**TEM** : You mentioned combining storytelling with business. That's quite an interesting balance. In today's media landscape, do you think the demand for content is evolving? And how does Reliance Entertainment Studios adapt to those changes?

**Amit Khanduja** : Yes, the demand for content has evolved dramatically over the past few years. The global entertainment industry is constantly changing, driven by shifts in technology, consumer preferences, and the rise of digital platforms. In particular, streaming services have revolutionized how people consume content, and this has created both challenges and opportunities for traditional studios.

At Reliance Entertainment Studios, we've always believed in staying ahead of the curve. The evolving content consumption patterns, particularly with the growing digital audience, mean that we need to create content that resonates with global audiences, but also remains culturally relevant in India. We focus on a broad range of genres, from big-ticket commercial films to niche, critically acclaimed projects.

We also look at international co-productions and partnerships to expand our global footprint. Our ability to tell diverse stories has

been an advantage. Whether it's a local drama or an international thriller, we recognize that audiences want authentic, diverse, and well-crafted stories. Our goal is to connect with audiences emotionally, irrespective of the format—whether that's on the big screen, a streaming platform, or even short-form content.

**TEM** : You've mentioned the rise of streaming platforms. With OTT platforms becoming a significant part of the entertainment ecosystem, how do you think this is impacting traditional movie-making and theatrical releases?

**Amit Khanduja** : The rise of OTT platforms has undeniably transformed the movie-making landscape. In many ways, it has given film makers and studios like ours more freedom to experiment with content, especially when it comes to genre, length, and narrative style. Digital platforms have created new avenues for storytelling, allowing diverse voices to be heard. It also gives global access to Indian content, which helps bridge cultural divides.

However, the theatrical release model is still incredibly important, especially for certain kinds of content that thrive on the big screen—large-scale, high-budget films that rely on visual spectacle and immersive experiences. The communal experience of watching a film in a theater is irreplaceable. We've

seen that with films like Baahubali or RRR, which became massive successes not only in India but globally.

What we've seen is a more symbiotic relationship between OTT and theatrical releases. Films can now be made with the potential to release both in cinemas and on streaming platforms, depending on the nature of the project. At Reliance Entertainment Studios, we embrace both worlds. We recognize that there are diverse audience segments, and some prefer the cinematic experience while others prefer the convenience of streaming content at home.

In the end, it's all about creating content that resonates, no matter where it is consumed.

**TEM** : Speaking of creating content that resonates, what do you think are some of the key factors that contribute to a successful film or series today?

**Amit Khanduja**: There are several factors, but one of the most important is the connection between the audience and the content. Great storytelling is always at the heart of it. It doesn't matter if it's a commercial blockbuster or a smaller independent film—if the story is compelling, and the audience can connect with it emotionally, it has the potential to be a success. Secondly, the execution is critical—whether it's the direction, the performances, or the production quality. A film or series needs to be well-crafted, and that takes collaboration from a talented team. In the modern age, technology plays an

important role as well. From visual effects to sound design to the way films are distributed, studios need to embrace new tools and technologies to enhance the storytelling experience.

Another factor is the timing of the release. Understanding audience behavior and recognizing when people are looking for certain types of content is key. There are films or series that do exceptionally well in particular seasons, whether it's a holiday, festive period, or a time when the audience might be more inclined to binge-watch content.

Lastly, with the growth of social media and digital platforms, audience feedback plays an increasingly important role in shaping the success of a film or show. If the audience is engaged and excited about a project, it can make a huge difference.

**TEM** : You've had the opportunity to work on a range of projects across genres. Are there any particular projects that stand out to you as milestones in your career?

**Amit Khanduja** : Yes, there have been several defining moments, especially the ones where we've been able to push boundaries in terms of storytelling and global reach. For example, the Baahubali franchise was a huge milestone. Not only was it a massive success in India, but it also made a significant mark globally. The story, scale, and vision of that film changed the game in many ways for Indian cinema.

Another project I am personally

proud of is Mumbai Mafia: Police vs The Underworld. It was a great experience working on a documentary that shed light on the complexities of the Mumbai underworld. It was a compelling narrative, and the subject matter resonated with both Indian and international audiences.

We've also ventured into producing films with strong global appeal, like The Man Who Knew Infinity starring Dev Patel. These projects have given us the opportunity to collaborate with international talent and reach wider, diverse audiences.

**TEM** : You've certainly been part of some groundbreaking projects. Looking ahead, what excites you about the future of the entertainment industry, and what direction do you see it taking?

**Amit Khanduja** : The future of the entertainment industry is very exciting. With advancements in artificial intelligence, virtual reality, and immersive technologies, storytelling is going to evolve in ways we can't even fully imagine yet. The concept of storytelling itself is going to change, with interactive content, virtual experiences, and AI-generated narratives becoming a significant part of how we create and consume media.

I'm particularly excited about the increasing emphasis on diverse voices and narratives. We're seeing a much wider range of stories being told now, from different cultures, languages, and perspectives. This is something I think will only continue to grow in importance.

The audience is no longer just looking for traditional forms of storytelling; they want more personalized, inclusive, and varied experiences.

For Reliance Entertainment Studios, this is a thrilling time. We have the opportunity to be part of that transformation—creating groundbreaking content and embracing new technologies while staying true to the rich,

emotional storytelling that's always been at the heart of entertainment.

**TEM** : Amit, it's been wonderful speaking with you. Your insights are truly inspiring, and I'm sure our readers will be excited to hear your perspective on the industry's future.

Amit Khanduja: Thank you so much for the opportunity! It's been a pleasure to share my

thoughts, and I look forward to seeing how the industry continues to evolve. We're in an exciting time, and I'm grateful to be a part of it.

**Interviewer** : Thank you again, Amit! All the best with your future projects.

Amit Khanduja: Thanks! Wishing you all the best too.

