

## **EXECUTIVE SUMMARY AND RECOMMENDATIONS**

- If RSVP wants to stand out and do something different then it should focus on Sci\_Fi,Fantasy and Family as movies from these genres are very few in numbers.
- If RSVP wants to go with the trend, then doing a movie belonging to Drama with a duration of 107 minutes will be ideal.
- 'Dream Warrior Pictures' or 'National Theatre Live' are good contenders for being the movies production company. But If the movie is meant for global audience Star cinema or Twentieth Century fox are good choices as they have produced highest number of hits among multilingual movies.
- 'Mammootty' or 'Mohanlal' is recommended actors as they both go with any genre of movies also; they have very high ratings.
- If the genre is non-drama, then 'Taapsee Pannu' is should be the first choice as the actress for the movie. The second option should be 'Kriti Kharbanda'. If the genre of the movie is drama, then 'Sangeetha Bhat', can be considered.