

= Grazing Goat Pictures =

Grazing Goat Pictures is an Indian film and TV production house launched in 2011 by Hindi film actor Akshay Kumar and Ashvini Yardi . Its first film OMG ? Oh My God ! , was banned in UAE and Malaysia due to its controversial story @-@ line . In India a few screenings of the film had to be cancelled and a police case was lodged against the filmmakers and actors for hurting religious sentiments . It won the National Film Award for Best Adapted Screenplay . The next film in their banner Fugly opened to mixed reviews .

The company has also produced regional languages films like 72 Miles (Marathi) and Bhaji in Problem (Punjabi) . Both of these opened to positive reviews from critics . The former one was screened at the London and Pune International Film Festivals and won 3 awards at the 2014 Maharashtra State Film Awards ceremony . The company has also produced the Hindi soap opera Jamai Raja which airs on Zee TV . Kumar had guest appearances in all of his films except 72 Miles .

A YouTube channel FOMO Fashion On My Own was launched in 2013 . It has been credited as India 's first Hindi fashion channel .

= = History = =

Akshay Kumar had launched production house Hari Om Entertainment in 2008 . Ashvini Yardi had previously worked with Colors and Zee TV as Head of Programming . When she read the script of OMG ? Oh My God ! , she decided to produce it and launched a company in association with Kumar . The company is based in Juhu , Mumbai and the head office 's interior is designed by Kumar 's wife Twinkle Khanna .

= = = Hindi films = = =

The company 's first film was the Umesh Shukla @-@ directed satirical comedy @-@ drama OMG ? Oh My God ! , produced in association with Viacom 18 Motion Pictures , Spice Studio and Paresh Rawal 's Playtime Creation company . A song was added against the director 's wishes . Built on a small budget and based on a Gujarati stage @-@ play titled Kanji Virudh Kanji , it was a remake of the 2001 Australian film The Man Who Sued God . The story depicted the struggles of an atheist Hindu man who sued God after his shop is destroyed by an earthquake . Kumar appeared as Lord Krishna in the film . Sukanya Verma of Rediff.com appreciated the film for bringing " attention to the misuse and commercialisation of religion " . Anupama Chopra praised Rawal 's acting but felt that the rest character 's were flimsy and film 's " intentions [were] good , but the preaching [was] boring " . The film received poor initial collection at the box office but because of word of mouth it picked up and proved to be a commercial success . The film was banned in Malaysia and the United Arab Emirates and faced protests in Punjab where several shows had to be cancelled . A police case was lodged against film 's writer , director , Kumar and Rawal for hurting religious sentiments . Bhavesh Mandalia and Umesh Shukla won the National Film Award for Best Adapted Screenplay while Kumar received a nomination for Filmfare Award for Best Supporting Actor . OMG ? Oh My God ! has inspired a Telugu remake titled Gopala Gopala which featured Daggubati Venkatesh and Pawan Kalyan in important roles . It was directed by Kishore Kumar Pardasany . Reportedly , the producers of PK offered ? 8 crore (US \$ 1 @.@ 2 million) to Shukla to stop shooting . He is planning a sequel . Kumar said that he wanted to make " socially relevant " films .

The company had signed Nargis Fakhri for a 3 film deal . In May 2012 it was announced that she would be part of Khiladi 786 . However , in the same month she was removed from the cast . The film was produced by Hari Om Entertainment and Asin was cast for the lead role opposite Kumar . The company 's second film was the Kabir Sadanand @-@ directed drama thriller Fugly , featuring debutantes Mohit Marwah , Olympic medallist boxer Vijender Singh , Arfi Lamba and Kiara Advani in lead roles . Kumar and Salman Khan did cameo appearances in the film . Jimmy Shergill played a corrupt police officer who frames 4 friends for a murder he has committed and asks for a large sum

of money in return for closing the case . The film failed to generate positive response from critics . Shubhra Gupta of The Financial Express said that it " isn't exactly palatable " . Vinayak Chakravorty of India Today said that the film had mixed the elements of Rang De Basanti and Dil Chahta Hai but missed out on their magic . He called the narrative " half @-@ baked " and said that the film " [lost] its plot " . It was produced under a budget of ₹ 10 crore (US \$ 1 @. @ 5 million) .

Kumar was paired opposite Amy Jackson in Prabhu Deva 's comedy @-@ drama Singh Is Bliing (2015) . The film 's worldwide gross was estimated to be around ₹ 116 @. @ 27 crore (US \$ 17 million) .

== = Regional cinema == =

Kumar and Yardi produced their first Marathi venture 72 Miles Ek Pravas . Inspired from Ashok Vhatkar 's novel of the same name , the film showed the problems faced by a teenager boy (Chinmay Sant) who ran away from his boarding school to reach his house which was at a distance of 72 miles from the school . It won three awards at the 2013 ? 2014 Maharashtra State Film Awards ? Best Grameen Film , Smita Tambe won the Best Actress Award while Rajeev Patil won the Best Director Award . It had also won the Jury 's special award for Best film at the 2014 Dadasaheb Phalke Awards . Shakti Shetty wrote in Mid Day that " the emotions won't [elude] " the viewers . He praised Tambe 's performance by calling it " one of the strongest female performances in recent times " . Afternoon Despatch & Courier 's reviewer Sandeep Hattangadi called it " quite touching " and " the first of its kind in Marathi " . The film was shortlisted for screening at the London and Pune International Film Festivals . Their second Marathi film was Gauri Sarwate @-@ directed Anntar . It was shot in London .

The company 's next regional film was the Punjabi language comedy Bhaji in Problem (2013) . It was produced in association with Viacom 18 Motion Pictures and distributed globally by Krian Media . The film was directed by Smeep Kang . Built on a small budget of ₹ 5 crore (US \$ 740 @, @ 000) , it collected ₹ 17 crore (US \$ 2 @. @ 5 million) at the box office . Distributors in the state of Punjab paid record prices for the film after film viewers expressed their eagerness to watch it . Kumar made a guest starring in the film . Sameer Valecha of Punjabimania.com noted that the film " has its own merits and will stand tall on them " and appreciated the actors for their performance . Indian spinner Harbhajan Singh also appeared in the film . After the films ' success Kumar said that he will produce more regional language films . In an interview given to The New Indian Express , Ashvini Yardi said that " We want to make Grazing Goat Pictures a global player . " She is also planning to produce Bengali films .

== = Hindi television == =

Grazing Goat Pictures produced their first Hindi soap opera Jamai Raja starring Ravi Dubey Nia Sharma , Achint Kaur and Delnaz Paul . It airs on Zee TV and completed 100 episodes in December 2014 . The company plans to produce more fictional shows . An adaptation of Kanika Dhillon 's novel Bombay Duck Is A Fish has also been planned .

== = FOMO Fashion On My Own == =

In 2013 Grazing Goat Pictures launched its Internet division Grazing Goats Digital , whose first product was India 's first Hindi fashion channel called FOMO Fashion On My Own . Aimed at trend @-@ conscious women , this YouTube channel provides online tutorials on various fashion subjects .

== = Filmography == =

== = Films == =

= = = Television = = =

Jamai Raja