Ra.One

Ra.One is a 2011 Indian science fiction superhero film directed by Anubhav Sinha , and starring Shah Rukh Khan , Arjun Rampal , Kareena Kapoor , Armaan Verma , Shahana Goswami and Tom Wu in pivotal roles . The script , written by Anubhav Sinha and Kanika Dhillon , originated as an idea that Anubhav Sinha got when he saw a television commercial , and which he subsequently expanded . The film follows Shekhar Subramanium (Shah Rukh Khan) , a game designer who creates a motion sensor @-@ based game in which the antagonist (Ra.One) is more powerful than the protagonist (G.One) . The former escapes from the game 's virtual world and enters the real world ; his aim is to kill Lucifer , the game ID of Shekhar 's son and the only player to have challenged Ra.One 's power . Relentlessly pursued , the family is forced to bring out G.One from the virtual world to defeat Ra.One and protect them .

Principal photography began in March 2010 and took place in India and the United Kingdom , and was overseen by an international crew . The post @-@ production involved 3 @-@ D conversion and the application of visual effects , the latter being recognised as a technological breakthrough among Indian films . With a budget of ? 150 crore (US $ 22 million) , inclusive of publicity costs , Ra.One was one of the most expensive Indian films at the time of release . The producers spent ? 150 crore (US $ 22 million) out of a ? 52 crore (US $ 7 @.@ 7 million) marketing budget , which involved a nine @-@ month publicity campaign , brand tie @-@ ups , merchandise , video games and viral marketing .

Ra.One was initially scheduled to release on 3 June 2011 , but delays due to a lengthy post @-@ production process and escalating costs pushed back the release date . The film also faced controversies involving plagiarism , content leaks and copyright challenges . Consequently , Ra.One was theatrically released on 26 October 2011 , the beginning of the five @-@ day Diwali weekend , in 2D , 3D and dubbed versions , with three international premieres being held between October 24 & 26 , 2011 . The film witnessed the largest international theatrical release for an Indian film as of 2011 , and was preceded by high audience and commercial expectations .

Upon release , Ra.One received mixed reviews , with critics praising the visuals and music , but criticising the script and direction . Commercially , the film became the third highest @-@ grossing Bollywood film of 2011 domestically , the highest @-@ grossing Bollywood film of 2011 worldwide , and broke a number of opening box office records , though it failed to sustain at the box office after its extended opening weekend . Although the film earned more than Rs 170 crores it was still not considered as a hit film as the distributors failed to recover their investment . The film subsequently won a number of awards for its technical aspects , notably one National Film Award , one Filmfare Award and four International Indian Film Academy Awards .

Plot

Shekhar Subramanium (Shah Rukh Khan) , a game designer who works for the London @-@ based Barron Industries , has delivered a number of commercial failures ; an irate Barron (Dalip Tahil) gives him his last chance to develop a successful game . To impress his sceptical son Prateek (Armaan Verma) , and upon the request of his wife Sonia (Kareena Kapoor) , Shekhar uses his son 's idea that the antagonist should be more powerful than the protagonist . His colleague , computer programmer Jenny (Shahana Goswami) , uses Shekhar 's face as a model for that of the game 's protagonist G.One (Shah Rukh Khan) (Technically Good One and in Hindi Jeevan , which means life) , while the shape @-@ shifting antagonist Ra.One (Technically Random Access Version One and in Hindi Ravan , a mythical demon) is made faceless . Another colleague , Akashi (Tom Wu) , implements the characters ' movements . The game , named Ra.One , contains three levels , the final level being the only one in which either character can be killed . Each character possesses a special device ? the H.A.R.T (Hertz Amplifying Resonance Transmitter) which gives them their powers . Upon reaching the last level , the characters gain a gun with one bullet ; the other character can be killed by this bullet but only if his H.A.R.T is attached .

When Ra.One undergoes final tests , Akashi notices unusual glitches but chooses to ignore them .

When the game is officially launched , it receives a standing ovation from the audience ; an enamored Prateek insists on playing it immediately . He logs in under the ID Lucifer and proceeds to the second level , but is interrupted by Akashi . Ra.One , unable to end his turn with Lucifer and angry that a player has proceeded so far , becomes determined that Lucifer will die . He uses a wireless technology (which Jenny had introduced in a conference) to enter the real world , a process which causes the mainframe to malfunction . Akashi informs Shekhar , who partially understands the situation and rushes home , fearing for his son 's life . Meanwhile , Ra.One murders Akashi and assumes his appearance ; he goes to find Lucifer , and meets Shekhar in the process . In an attempt to save his son , Shekhar claims that he is Lucifer , but his lie is exposed when Ra.One scans his identity card . Consequently , Ra.One kills Shekhar and makes it look like a car accident .

Sonia , devastated after Shekhar 's death , tells Prateek that the family will return to India after Shekhar 's funeral . A suspicious Prateek notices digital patterns on the fateful road and realises that Ra.One has come to life . He convinces Jenny of the same when they see the destroyed game laboratory , and the latter tries to bring G.One into the real world . Meanwhile , Ra.One , having taken the form of Akashi , chases the family on their way to the airport , but G.One enters the real world and causes a gas explosion which temporarily destroys Ra.One. G.One takes Ra.One 's H.A.R.T. and accompanies the family to Mumbai after Sonia realises that she needs him .

Subsequently , Ra.One returns to life , takes the form of a billboard model (Arjun Rampal) , and tracks down G.One to Prateek 's birthday party . Hypnotising Sonia , he assumes her form to kidnap Prateek . Ra.One then instructs G.One to give him his H.A.R.T. back , and sends the real Sonia in a malfunctioning local train . The train crashes into the Chatrapati Shivaji Terminus , but G.One saves Sonia in time . To save Prateek , he returns to the virtual world and fights Ra.One ; both reach the third level , the former left with little power . G.One tricks Ra.One into shooting him without his H.A.R.T. attached , leaving Ra.One helpless ; furious , the latter creates ten copies of himself . Prateek , unable to identify the real Ra.One , asks G.One to quote Shekhar : " If you join the forces of evil , its shadows shall always follow you " . The duo realise that only one of the ten Ra.Ones has a shadow : the original one . G.One shoots and destroys him , absorbs Ra.One 's remains and disappears .

Six months later , Prateek and Sonia return to London , where the former manages to restore G.One to the real world .

= = Cast = =

The major characters of Ra.One were played by protagonists Shahrukh Khan and Kareena Kapoor , and primary antagonist Arjun Rampal . Supporting roles were played by Tom Wu , Shahana Goswami and child artist Armaan Verma . The film featured cameo appearances by Rajinikanth playing the Enthiran character Chitti , Sanjay Dutt and Priyanka Chopra , the latter two being characters in a dream sequence . Additional minor roles were played by Dalip Tahil and Satish Shah , and an important voice @-@ over was provided by Amitabh Bachchan . Khan performed both as Shekhar and G.One. The titular character Ra.One was enacted by three actors ? Rampal , Wu and Kapoor , signifying the character 's shape @-@ shifting ability .

Khan was the first actor to be cast in the film . Three actors had initially been considered for the lead female role ; Kapoor was ultimately chosen because she insisted on playing the part . Rampal accepted the role of Ra.One after Sinha expressed a strong desire to cast him in the film . Wu was contracted to the film in July 2010 , and Goswami was cast one month later . Bachchan agreed to be a part of the film after being requested by Khan and Sinha . Several cast members prepared extensively for their roles ; Rampal and Kapoor followed special diets to lose weight , and Verma learnt capoeira . Khan and Verma performed their own stunts , and Kapoor subsequently did so as well despite initial reluctance .

However , the cast did encounter problems during production . Khan faced difficulties with his superhero suit and prosthetic makeup , and injured his left knee . The decision to cast Rampal was met with scepticism due to " questionable acting abilities , " a statement Sinha criticised . In addition

, Rampal encountered back problems (which were treated by the time production began) , prompting speculation of a possible replacement by Vivek Oberoi . Jackie Chan had initially been approached for the role of Akashi , but he declined the offer . Rajnikanth suffered from health problems which caused a delay in the filming of his cameo appearance . Dutt faced a scheduling conflict with Agneepath (2012) , which was later resolved .

= = Production = =

= = = Development = = =

According to director Anubhav Sinha , the idea of Ra.One originated when he saw an advertisement on television which showed children remotely controlling a human . He was attracted to the concept and wrote a script based on it . Sinha then approached Khan , who liked the story and decided to produce the film under his production company Red Chillies Entertainment . Sinha was apprehensive of retaining Khan 's support after the former 's previous film Cash (2007) became a commercial failure , but Khan reportedly " remained unchanged " .
Shahrukh Khan felt that the film possessed significant commercial potential , in addition to being a fulfilment of his " childhood dream " to be a superhero and to fly . He stated that he wanted to " make a film that gives me the right to deserve the iconic status that I 've got for 20 years . " He also said that he wanted to make a film dedicated to father @-@ son relationships , which were , in his opinion , " neglected " in Bollywood . Khan 's idea was to make a simple family drama which expanded into an action film . He declined to make the film in English to increase its appeal for Western audiences , feeling that " cracking Hollywood on their terms " was unnecessary . Both Khan and Sinha credited their children for providing encouragement , and regularly " approving " the film 's execution .
Red Chillies Entertainment continued to work on other projects before finalising the production aspects of Ra.One. After providing the visual effects for My Name Is Khan (2010) , the studio focused solely on Ra.One and did not take up any other films . Khan initially approached a number of directors to helm the film , including Aditya Chopra and Karan Johar , but they declined ; eventually , Sinha was made the film 's director . To prepare the film 's premises and characterisation , Sinha spent several months viewing video clips , digital art portals and comic books . Sinha and Khan also watched around 200 superhero films from all over the world . The storyboards were designed by Atul Chouthmal , who was contracted after he met Khan at Yash Raj Studios . While the former began work on the storyboards , the producers hired a storyboard artist from Hollywood . Chouthmal revealed that Khan and the other artist differed on their visions of the film , and so he was brought back . Before filming , Khan reportedly took tips from actor Kamal Hassan regarding the production of large @-@ scale films , having been impressed by Hassan 's Dasavathaaram (2008) .
The title of the film received significant media attention due to it being the name of the antagonist rather than the protagonist . The move was considered innovative , and noted as a sign of the " rising importance of the villain in Bollywood . " According to Sinha , the title had not been planned as such , and was ultimately chosen because Ra.One " sounded cooler " than G.One. Khan was advised to name the film after his own character ; he declined to do so , citing the inter @-@ dependence between good and evil . He also called Alfred Hitchcock as his inspiration , and pointed out that the antagonists in films like Sholay , Mr. India and Sadak were better remembered than the protagonists .

= = = Principal photography = = =

The crew of Ra.One featured both Indian and overseas personnel . Nicola Pecorini served as the director of photography , with V. Manikandan providing assistance . Andy Gill and Spiro Razatos were hired as the stunt supervisors , and Nino Pansini was hired as the stunt cinematographer .

Sabu Cyril and Marcus Wookey were responsible for the production design . The film 's producer was Bobby Chawla , but Gauri Khan later stepped in after the former suffered a brain haemorrhage . Filming took place at a number of studios , notably Filmistan Studios , Film City and Yash Raj Studios in India and the Black Hangar Studios in the UK .

Principal photography was initially set to begin in Miami , but the idea was abandoned due to budget constraints . The first phase of filming began in Goa on 21 March 2010 and continued until May . The second and third phases took place in London with the entire cast , beginning in July 2010 and ending in August . The next phase was split into two schedules ; the first schedule commenced at Filmistan Studios in the first week of September 2010 , while the second schedule began in December 2010 and took place over a seven @-@ day period . The remaining portions were filmed in July 2011 at Film City . A cameo appearance and a music video were filmed in the weeks leading up to the release , the former at the Whistling Woods Studios in Mumbai .

Ra.One featured three major action sequences , which were filmed in sets and real locations across Mumbai and London . The cinematography borrowed ideas from video games , such as rapid transitions between first @-@ person and third @-@ person perspectives . Procedures such as bullet time were also incorporated into the film . The production design was closely associated with the lighting and cinematography to facilitate smooth filming . However , filming faced a number of difficulties including increasing costs , delays and safety constraints . In addition , differences between Khan and Sinha caused tensions on the sets .

= = = Post @-@ production = = =

As with the filming crew , the post @-@ production crew of the film included both Indian and overseas personnel . Prime Focus carried out the film 's 3 @-@ D conversion , with London @-@ based colorist Richard Fearon performing the color grading . Red Chillies VFX partnered with a number of visual effects studios around the world , and undertook the incorporation of the visual effects under the supervision of Jeffrey Kleiser . Nvidia provided the information technology ? based software utilised for the effects , while Edwark Quirk supervised over the computer @-@ generated imagery used in the film . Resul Pookutty was responsible for the film 's sound design .

The idea for converting the film to 3 @-@ D was put forth during filming , and was implemented in July 2011 due to a revived interest in 3 @-@ D films . The process required 2 @,@ 600 artists to convert 4 @,@ 400 shots of the film . The sound design involved bridging the real and the virtual world , and the required sound enhancements were achieved by using the Dolby Surround 7 @.@ 1 system . Incorporating the visual effects began in April 2010 , and was preceded by extensive research . 1 @,@ 200 artists worked for 2 ½ years to complete the visual effects work . A number of complex procedures were executed , including cubical transformations and the design of the faceless form of Ra.One.

Despite precautions , the post @-@ production faced significant delays owing to the digital inter @-@ mediation , increased work @-@ load due to the 3 @-@ D and dubbed versions of the film , and delays in the completion of the visual effects . The post @-@ production also faced budget constraints and witnessed an overuse of CGI according to the cinematographer . The delays left only two days for printing the film and sending it to theatres , generating significant anxiety over a possible delay in the release . Khan subsequently kept strict tabs on the progress of work , and postponed his knee surgery to complete the film on time .

= = = Costumes = = =

The body suits worn by Khan and Rampal were designed by Robert Kurtzman and Tim Flattery , and made by a team of specialists based in Los Angeles . Sinha spent around three months conceptualising the costumes , watching various superhero films to design a costume not created already . He then wrote a 23 @-@ page document with his sketches and details of what he wanted , and gave it to the designers to work upon . To create the suit , Khan was required to enter a small chamber where a warm latex @-@ like liquid was released up to his neck and allowed to solidify ,

forming the mould which was then peeled off his body . The suit was joined by a concealed zipper and subsequently modified . Computer @-@ generated embellishments such as light beams and electricity were added to the suits after Khan expressed dissatisfaction with the initial rushes of the film . A total of 21 costumes were made for the film , with each suit reportedly costing ? 10 million (US $ 150 @,@ 000) .

Khan 's suit was made of reinforced latex , coloured steel @-@ blue and fitted with micro @-@ computer circuitry . Rampal 's suit was made of three @-@ inch thick solid rubber , and was red in color . Both actors were required to wear additional suits inside their body suits to prevent skin contact . Wearing the suits created a number of difficulties for the actors . It took 20 minutes to put on the suits and 40 minutes to remove them . In addition , the non @-@ porous nature of the suits created intense heat inside , causing excessive perspiration despite the presence of special air conditioning ducts . Khan later felt that the suits ' conception had been a mistake since filming occurred during the day ; digital adjustments to the suits brought " all the efforts to naught . "

Manish Malhotra designed the look and the costume of Kareena Kapoor for the song " Chammak Challo " , which received widespread media coverage . Kapoor wore a red sari draped in the style of a dhoti . Since the release of the song , the costume was termed a " fashion rage , " becoming popular in India and some overseas countries . Fashion experts applauded the costume and Kapoor 's ability to carry it off " stunningly , " though certain experts dismissed the naming of the sari color .

= = Music = =

The soundtrack of Ra.One was composed by Vishal @-@ Shekhar , with the lyrics being written by Atahar Panchi , Vishal Dadlani and Kumaar . A. R. Rahman provided the background score for a single sequence . Sinha announced that R & B singer Akon and the Prague Philharmonic Orchestra would be a part of the soundtrack ; the former lent his vocals for " Chammak Challo " and " Criminal " , while the latter performed in " Bhare Naina " . The composers obtained the official license to use Ben E. King 's " Stand By Me , " on which they based the song " Dildaara . " The soundtrack contains fifteen tracks , including seven original songs , four remixes , three instrumentals and an international version of " Chammak Challo " . The music rights were bought by T @-@ Series for ? 150 million (US $ 2 @.@ 2 million) . The Hindi version of the soundtrack was released on 12 September 2011 ; the Tamil and Telugu versions were released on 10 October 2011 , featuring six tracks each .

= = Release = =

= = = Statistics = = =

In India , the Hindi version of Ra.One was released across more than 4 @,@ 000 plus screens worldwide- 3 @,@ 100 screens in 2 @,@ 100 theatres , breaking the record for the widest Bollywood release previously held by Bodyguard (2011) . The Tamil and Telugu versions were released on 275 prints and 125 prints respectively . A week before the release , multiplex owners throughout India decided to allot 95 % of the total available screen space to the film . Overseas , Ra.One was released in 904 prints . This including 600 prints in Germany , 344 prints in the USA , 200 ? 300 prints in South Korea , 202 prints in the UK , 79 prints in the Middle East , 75 prints in Russia , 51 prints in Australia , 49 prints in Canada and 25 prints in New Zealand and Taiwan . In early October 2011 , a partnership deal was being finalised by the distributors to allow the film to be released in China across 1 @,@ 000 prints . In addition , the film was released in Pakistan and non @-@ traditional territories like Brazil , Spain , Italy , Greece and Hong Kong . The 3D version was released in 550 screens across the world . Ra.One was noted for the extensive use of digital prints , reportedly making up 50 ? 60 % of the total release ; in India , the film was exhibited in over 1 @,@ 300 digital theatres , breaking the record previously held by Bodyguard . The wide digital release was implemented to lower distribution costs , make the film accessible to a wider audience and

reduce piracy . However , despite the measures taken , pirated versions of Ra.One were available on the Internet within hours of the film 's release .

= = = Marketing = = =

The producers of Ra.One spent ? 100 million (US $ 1 @.@ 5 million) out of a ? 520 million (US $ 7 @.@ 7 million) marketing budget , ? 150 million (US $ 2 @.@ 2 million) of this was utilised for internet promotions alone . The film 's first theatrical poster was released in December 2010 , and was followed by the release of two teaser trailers during the 2011 ICC Cricket World Cup . The first theatrical trailer premiered three months later . Khan and Sinha undertook a multi @-@ city tour during which they unveiled a 3 @,@ 600 feet @-@ long piece of fan mail to collect audience messages . The official website of Ra.One was launched on 31 May 2011 , and an official YouTube channel for the film was subsequently unveiled . On 20 October 2011 , Khan held a live chat with fans on Google Plus , the first time an Indian film personality had done so . Rampal 's look in the film , which had been kept secret , was revealed in late October 2011 .
The film 's marketing utilised merchandise and games to facilitate the creation of a franchise . Khan marketed merchandise related to the film , which included toys , tablets and apparel . On 14 October 2011 , a gaming tournament featuring games like Call of Duty was conducted in Mumbai and telecast live on YouTube . Red Chillies Entertainment partnered with Sony Computer Entertainment Europe to create " Ra.One ? The Game , " a game for PlayStations which was released on 5 October 2011 . The producers further collaborated with UTV Indiagames to design a social game titled Ra.One Genesis , with an independent plot based on G.One , in addition to designing digital comics based on the film 's characters .

= = = Screenings = = =

In May 2011 , the first rushes of Ra.One were shown to the cast of Khan 's other home production Always Kabhi Kabhi (2011) . Subsequently , the film was screened for test audiences to study and gauge the film 's appeal across different age groups . A few days prior to the theatrical release , Khan arranged a special screening of the film 's final cut in Yash Raj Studios , where he invited close friends , his family and the film 's crew . Between 24 and 26 October 2011 , Ra.One had international premieres in Dubai , London and Toronto , all of which were chosen due to their international significance and large South Asian populations . The premiere in Dubai was held on 24 October 2011 at the Grand Cinemas , Wafi . A high @-@ profile dinner and charity auction followed , where Khan raised AED30,000 (approximately US $ 8 @,@ 200) to build a workshop for children with special needs . The premiere included three simultaneous screenings of the film , for which tickets were placed on sale for the public . The premiere in London took place at the O2 Cineworld the following day , and the premiere in Toronto took place at the TIFF Bell Lightbox on 26 October 2011 .
Ra.One was submitted to the Central Board of Film Certification on 14 October 2011 to receive its viewership rating . The Board raised strong objections to the film 's action scenes , fearing that they would influence young children to emulate the stunts . The police and the Indian Railways security force had made similar objections to the train @-@ based stunts in the film , claiming that youngsters would " blindly imitate them " and hence put their lives at risk . The film was finally passed with a ' U ' certificate without cuts , but under the condition that prominent disclaimers were shown , stating that the stunts were computer @-@ generated and should not be imitated . The British Board of Film Classification rated the film 12A for " moderate fantasy violence " . In March 2012 , a Mid @-@ Day report alleged that Ra.One had received a favourable rating , pointing out that the producers had violated the rules by meeting the Board officials during the screening .

= = = Plagiarism allegations = = =

The film faced allegations of plagiarism with similarities to Terminator 2 : Judgment Day (1991) ,

the Batman series , Iron Man (2008) , The Sorcerer 's Apprentice (2010) and Tron : Legacy (2010) . Khan denied the allegations , saying , " I got inspired from a lot of superhero movies but the movie is original . In fact , Ra.One will be the first superhero @-@ based movie in the world in which the superhero lives in a family . "

A few days before the release , screenwriter Yash Patnaik claimed that Ra.One resembled a concept that he had developed several years before . Patnaik appealed to the Bombay High Court to delay the film 's release , until he was given due credit or 10 % of the film 's overall profit . The court , observing prima facie evidence that there had been copyright violations , asked the filmmakers to deposit ? 10 million (US $ 150 @,@ 000) with the court on 21 October 2011 before releasing the film . However , Patnaik challenged the court 's decision and demanded that the producers give him credit and not cash . Sinha later claimed that he alone had developed the film 's story .

= = = Hacking = = =

Ra.One also faced cybertheft and hacking issues . On 3 June 2011 , three days after its launch , the official website of the film was hacked by suspected Pakistani cyber criminals who stated that the act was in revenge for a similar attack on a Karachi press club website . The hackers defaced the homepage and left a note threatening the Indian Press Club . Despite precautions , the song " Chammak Challo " was leaked several months before the official release of the soundtrack . Khan clarified that the leaked song was a " rough version " of the actual song , and that the person responsible for the leak was being looked for . He subsequently refuted claims that the leak had been engineered as a publicity stunt .

= = = Television and home media = = =

The television broadcasting rights for Ra.One were bought by Star India for a then @-@ record sum of ? 350 million (US $ 5 @.@ 2 million) , surpassing 3 Idiots (2009) . The Indian television premiere of Ra.One took place on 21 January 2012 on STAR Gold , garnering a 28 % market sharefor the channel and a TVR of 6 @.@ 7 . Star India subsequently syndicated the television screening rights to Disney XD , where it premiered on 2 June 2012 . In May 2012 , International Media Distribution announced that Ra.One would be televised on Comcast and Cox , as a part of the celebrations of the Asian Pacific American Heritage Month . Discovery Channel tied up with Red Chillies Entertainment to produce a one @-@ hour program titled " Revealed : The Making of Ra.One , " which aired on the channel on 30 March 2012 . The program discussed the making of the film in detail , including the visual effects and the challenges faced while filming .

Eros International released the DVD of Ra.One on 13 December 2011 across all regions in one @-@ disc and two @-@ disc packs complying with the NTSC format . The DVD of the film contained alternate endings . Initially , Khan had wanted to add alternate endings to the theatrical release itself , but later deemed it risky . The DVD version was made interactive as well . VCD and Blu @-@ Ray versions of the film were also released .

= = Reception = =

Upon release , Ra.One received mixed reviews from critics in India and generally positive reviews overseas . Review aggregate website Rotten Tomatoes reported that 69 % of 16 critics gave Ra.One a positive review , with an average critic rating of 5 @.@ 6 / 10 , granting the film a " Fresh " consensus . On Metacritic , which assigns a weighted mean from film reviews , Ra.One holds a rating of 60 % based on eight reviews , signifying " mixed or average reviews . "

Positive reviews described the film as an ambitious initiative and a technological success , with some critics thinking that Ra.One had put Indian films on par with Hollywood . The visual effects received near @-@ universal praise , though dissenting opinions stated that they were " all over the place " . The action sequences were also widely praised . Other aspects of the film received more

polarising opinions , and one very positive review was criticised for " over @-@ rating " the film . Mixed views were opined regarding the plot 's gaming concept , with some critics deeming it " far @-@ fetched " and others lauding the " gaming @-@ style aesthetics " . Similarly , some critics called the emotional scenes " fulfilling " while others felt them to be " lacking in connect with the audience " .

The story was negatively received by several critics , with a number of them deeming it to be disappointing and lacking in originality ; one critic praised the original idea but criticised its " Bollywoodization " . The direction was criticised in a number of reviews , though a few critics praised Sinha 's pacing of the film and the execution of the action sequences . Some critics pointed to the presence of scenes which were not child @-@ friendly , despite Ra.One being promoted as a children 's film . Particular reviews criticised the lack of character development and the film 's " incoherently hackneyed morality " . A few critics panned the film as a whole , describing it as a " mess " ; one review commented , " It 's convenient to say that if you have no expectations from the film , you wouldn 't be disappointed . "

After its release , Ra.One received numerous nominations and awards in India and abroad , a majority of them for its technical aspects . The film notably won the National Film Award and the Filmfare Award for Best Special Effects , and four International Indian Film Academy Awards . The film also received several business awards for its marketing and distribution . On the other hand , the film received negative (" dishonorable ") awards as well . Ra.One won the titles of Worst Film and Worst Director at the Golden Kela Awards , and also won the Worst Film award at the Ghanta Awards .

= = Economics = =

= = = Pre @-@ release = = =

The budget of Ra.One was the subject of significant speculation prior to its release . A number of estimates placed the budget between ? 1 @.@ 4 billion (US $ 21 million) and ? 2 billion (US $ 30 million) . It was universally accepted that the film was the most expensive Bollywood film of all time , with certain sources stating that the film was the most expensive Indian film ever . The original budget was revealed to be ? 1 @.@ 30 billion (US $ 19 million) after promotional expenses . Khan stated that he had " worked very hard " to finance the film without borrowing money , and reportedly hosted a television show just to finance the film . Ra.One earned ? 1 @.@ 32 billion (US $ 20 million) from pre @-@ release revenue sources , setting a new record for Bollywood films .

The extensive marketing campaign greatly increased audience expectations of the film . Ra.One set records for the level of pre @-@ release buzz for a Bollywood film , and also topped a number of polls gauging the most awaited Bollywood films of the year . Anticipation for the film was equally high among the trade analysts , with some commenting that the film would pass the ? 1 billion (US $ 15 million) mark in one week and the ? 3 billion (US $ 45 million) mark in over three weeks . Advance bookings commenced on 20 October 2011 on a limited scale , and expanded later . While initial ticket sales were low , they picked up considerably near the release date . A few days prior to the release , the advance booking was described as " phenomenal , " with an overall advance booking rate of 20 ? 25 % across the country . A number of advantages of the film 's release were pointed out , such as the festive season and higher 3D ticket prices , though there had been doubt regarding the timely release of the 3D version .

= = = Box office = = =

In India , Ra.One debuted at the beginning of the five @-@ day Diwali weekend , and subsequently broke the Diwali opening day record . The film then set the records for the biggest single @-@ day net revenue and the biggest three @-@ day opening weekend earned by a Bollywood film , breaking the previous records held by Bodyguard .

Subsequently , the film began to suffer significant drops in its collections , with its five @-@ day extended weekend and nine @-@ day extended week coming second to the records of Bodyguard . The film faced an 84 percent drop in collections in its second week and fell a further 90 percent in its third week , the latter primarily due to the release of Rockstar . The dubbed versions showed similar trends . The Tamil and Telugu versions together earned around ? 50 million (US $ 740 @,@ 000) nett .

In overseas markets , Ra.One earned the highest three @-@ day and five @-@ day opening weekends among the Bollywood releases of 2011 ; by its second weekend , the film had become the highest @-@ grossing Bollywood film of 2011 in overseas markets , but the collections suffered drops throughout . In general , families and children formed the major portion of the film 's audience , and the 3D version is regarded as a success .

= = Possible sequel = =

Reports of a planned sequel of Ra.One began surfacing prior to the film 's release , though the extent of real progress on the sequel is unknown . Both Khan and Sinha admitted to formulating plans for a sequel , though the former noted that it would be " presumptuous " to start the sequel before the first film 's release . Khan later refuted the speculations , saying that a sequel was unlikely due to his other commitments . After Ra.One won a National Award , an " overjoyed " Khan said that the film 's world could be further explored . He stated that the sequel , if made , would be titled G.One and not Ra.Two , and that he would make it " faster , bigger and better " than Ra.One. Khan was reported to be looking for a script , without a fixed release date . In April 2012 , Mushtaq Sheikh said that the pre @-@ production of the sequel had begun . A number of reports stated that Kareena Kapoor would not be a part of the sequel .

Despite Khan 's enthusiasm for the idea of a sequel , the film industry expressed mixed opinions regarding it . Filmmaker Rajkumar Gupta commented , " It would be challenging to take forward a story that has not worked earlier . " Producer Ramesh Taurani responded negatively to the idea , saying , " It is important for the film to be appreciated so that a sequel can be made . " Trade analyst Atul Mohan called the sequel " a bad idea . " Conversely , others were supportive of the sequel . Producer Goldie Behl brushed aside arguments about the success of the first film , saying , " If the people think that they can earn some more , then it doesn 't matter how big or small the hit was . " Director Kunal Kohli also reacted positively , saying , " Certain ideas naturally lend themselves to sequels . So why not use that investment of your time and effort to make a sequel that will take the brand further ? "