

## Why the feature film "The Kamasutra Garden" is a Unique Concept?

"The Kamasutra Garden" is the story of the only brothel in the world, that trains its girls in the "Kamasutra" techniques of lovemaking. The story connects Indian and Western cultures.

Licensed Brothels in Nevada, USA - The state of Nevada is the only jurisdiction in the United States where prostitution is permitted. These WORLD FAMOUS and strictly regulated brothels operate legally in isolated rural areas, away from the majority of Nevada's population .

UK Sun Newspaper article about Nevada Brothels

<https://www.thesun.co.uk/news/3326868/inside-the-legal-brothels-owned-by-infamous-pimp-dennis-hof-where-secretaries-and-soldiers-turned-to-prostitution-after-the-economic-crash/>

Daily Mail Australia article about Nevada Brothels

<http://www.dailymail.co.uk/news/article-2267429/Photographer-captures-daily-life-inside-lonely-legal-brothels-rural-Nevada.html>

CNN Documentary about Nevada Brothels

<https://www.cnn.com/2015/10/14/us/lamar-odom-nevada-brothels/index.html>

"Kamasutra" the pride of India - The mythical Kama Sutra is an ancient Hindu text on human sexual behavior and is famous for describing the art of making love.



**Over 15 Million Trailer Views - Over 250,000 Facebook followers**

"The Kamasutra Garden" online trailers has got over 15 MILLION views and the Facebook page has over 250,000 followers. The official film website - [www.kamasutragarden.com](http://www.kamasutragarden.com) - has got over 150,000 hits in an year. This small indie film "The Kamasutra Garden" is more popular worldwide that many studio films that have spend millions in production and marketing. The film is releasing in INDIA and SAARC countries by leading distribution company E4 Entertainment and is expected to release in over 1000 screens across India.

### **Leading Indian and International Press writeups about "The Kamasutra Garden"**

<http://m.manoramaonline.com/movies/hollywood/2017/11/29/the-kamasutra-garden-trailer.html>

<http://www.marunadanmalayali.com/news/special-report/kamasuthra-garden-hollywood-91109>

[http://www.indiawest.com/news/global\\_indian/creators-of-the-kamasutra-garden-urge-world-leaders-to-promote/article\\_05b4287c-f253-11e6-ba42-efd7bda727a2.html](http://www.indiawest.com/news/global_indian/creators-of-the-kamasutra-garden-urge-world-leaders-to-promote/article_05b4287c-f253-11e6-ba42-efd7bda727a2.html)

<http://www.bharattimes.com/2016/07/30/malayalees-hollywood-venture-kamasutra/>

<http://www.fox13news.com/news/local-news/filmmakers-hope-bill-could-bring-production-to-fl>

[http://www.indiawest.com/entertainment/global/the-kamasutra-garden-being-filmed-in-los-angeles-florida/article\\_ddb2cefe-446b-11e6-b933-d799e26ebfc6.html](http://www.indiawest.com/entertainment/global/the-kamasutra-garden-being-filmed-in-los-angeles-florida/article_ddb2cefe-446b-11e6-b933-d799e26ebfc6.html)

[http://malayalam.webdunia.com/article/film-gossip-in-malayalam/the-kamasutra-garden-official-trailer-117120100037\\_1.html](http://malayalam.webdunia.com/article/film-gossip-in-malayalam/the-kamasutra-garden-official-trailer-117120100037_1.html)

<https://theprimetime.in/the-garden-official-trailer-2017-comedy-movie/>

<https://enewschannels.com/in-a-new-movie-the-kamasutra-garden-brings-las-vegas-nightlife-and-kama-sutra-together/>

<http://www.newscoopz.com/kamasutra-started-filming-in-hollywood/>

Former WWE / WCW star and NXT head trainer **Bill DeMott** stars in the film, "The Kamasutra Garden". **Bill De Mott** is a professional wrestler, actor and a road agent.

<https://wrestlingrumors.net/former-nxt-demott-film/>

<http://www.wrestlinginc.com/wi/news/2017/1204/634648/konnan-departs-crash/>

<https://411mania.com/wrestling/various-news-konnan-exits-crash-lucha-bill-demott-gets-film-role/>

<http://www.wrestlinginc.com/wi/news/2015/0309/590191/erick-rowan-wrestlemania-31-role/>

<https://www.wweplay.com/konnan-departs-crash-former-wwe-star-plays-brothel-owner-in-new-movie-video-jim-ross-knox-pro/>

## Who is the target demographic and how will you specifically reach them locally?

Earning attention is the core of the idea - "the future of communications". As the film "The Kamasutra Garden" has a unique storyline - the film and the title is memorable and can be marketed easily with very less marketing cost. The target viewer segment for "The Kamasutra Garden" is 18-30 age group which are among the most active age group that watch movie in a theater or in an online streaming or rental platform. The strategy to attract "target market" includes advertising and paid promotions to:

1. Young adults 18 - 30 years old
2. Viewers of Playboy Channels, MTV, Teen Dramas, Cable (HBO, Showtime, etc) etc
3. Visitors of Dating Websites and Adult Friend Finder website
4. Social Media - Instagram, Facebook, Youtube, etc
5. T-Shirts - Kamasutra T-shirts can be distributed in theaters and campuses

A reserach about the frequency of going to the movies in the U.S. 2018, by age <https://www.statista.com/statistics/538259/frequency-going-to-the-movies-age-usa/> The target market of "The Kamasutra Garden" which is 18 - 30 years old has the high frequency of going to movies once a week or more.

## Will you be promoting on YouTube and specifically how?

Have over 15 MILLION Views for "The Kamasutra Garden" Official Trailer Links (official 5 trailer links). The trailers are also shared by hundreds of youtube channels.

[https://www.youtube.com/results?search\\_query=The+Kamasutra+Garden+](https://www.youtube.com/results?search_query=The+Kamasutra+Garden+)

We are willing to do paid promotions in the cities where movie is releasing to Youtube visitors targeting to local movie fans and community.



## What specific grassroots promotions will be executed?

The specific grass root promotion strategy includes targeting:

Specific Movie Theaters - We can arrange the swami character and the beautiful and sexy girls of the film to attend the movie theaters where the film is releasing (as their character in costumes) for promoting to local viewers.

College Campuses - We can arrange beautiful models to distribute film brochures and posters in college campuses, near the theaters in the city we are scheduled to release, etc (which is a low cost promotion strategy and very innovative)

Tourist Locations / Events (Pride Events / Film Festivals / Special Screenings, etc) : Actors in their film costumes to distribute posters, T-shirts, etc

## Will you be using social media and specifically how (please send social media calendar)?

Have over **250,000** followers for "The Kamasutra Garden" Official Facebook Page  
<https://www.facebook.com/thekamasutragarden/>

Filmmaker Facebook Page (Riju R. Sam - Writer, Director, Editor) has over **21,000** followers. Also we manage many social media groups - Film Investors Guild Group **11,207** members, Hollywood Talents Network, Media Networking, etc with combined around **10,000** members.

Also have LINKEDIN contacts including **10,000** journalists, media professionals, film production companies, etc

Mailing Lists - Have a news media and film industry mailing lists with over **35,000** film industry professionals, jouranalists and film companies.

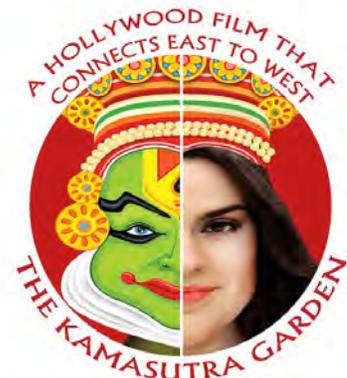
**We are willing to do paid promotions to social media websites in the cities where movie is releasing by advertising to local movie fans in the 18 - 30 age group.**



T-Shirt - **William**



T-Shirt - **Girls**



T-Shirt - **Tara**

## **Will talent be involved in promotions and specifically how?**

YES, the Actors will involve in the screenings and also promote the film in the theaters or cities the film is releasing. Please let us know the dates and the specific marketing support needed so we can develop a marketing campaign or strategy. We can arrange the swami character and the beautiful and sexy girls to attend the movie theaters where the film is releasing (as their character in costumes)

## **Will you be promoting on blogs, which blogs and specifically how?**

The feature film has received hundreds of writeups in Blogs and Online pages

[https://www.google.com/search?q=the+kamasutra+garden&rlz=1C5CHFA\\_enUS727US727&source=lnms&sa=X&ved=0ahUKEwjT\\_\\_\\_4gf fbAhULSK0KHdeRAO8Q\\_AUICSgA&biw=1057&bih=671&dpr=1](https://www.google.com/search?q=the+kamasutra+garden&rlz=1C5CHFA_enUS727US727&source=lnms&sa=X&ved=0ahUKEwjT___4gf fbAhULSK0KHdeRAO8Q_AUICSgA&biw=1057&bih=671&dpr=1)

We are willing to do paid promotions to websites and blogs in the cities where movie is releasing and will promote to local movie fans in the 18 - 30 age group.

## **Will you be promoting in magazines and specifically how?**

### **Will you have local TV/Newspaper buys?**

We can discuss with Producers to develop a marketing strategy. Please let us know the specific marketing support needed so we can develop a marketing campaign or concept.

As with success of Black Panther, 50 Shades of Grey and Slum Dog Millionaire it is very evident that viewers wants a change and to watch stories from around the world (out of the Hollywood's traditional concepts).

VIMEO - High Resolution Trailer Links

Trailer 1 - Un Censored (International) - <https://vimeo.com/220278596>

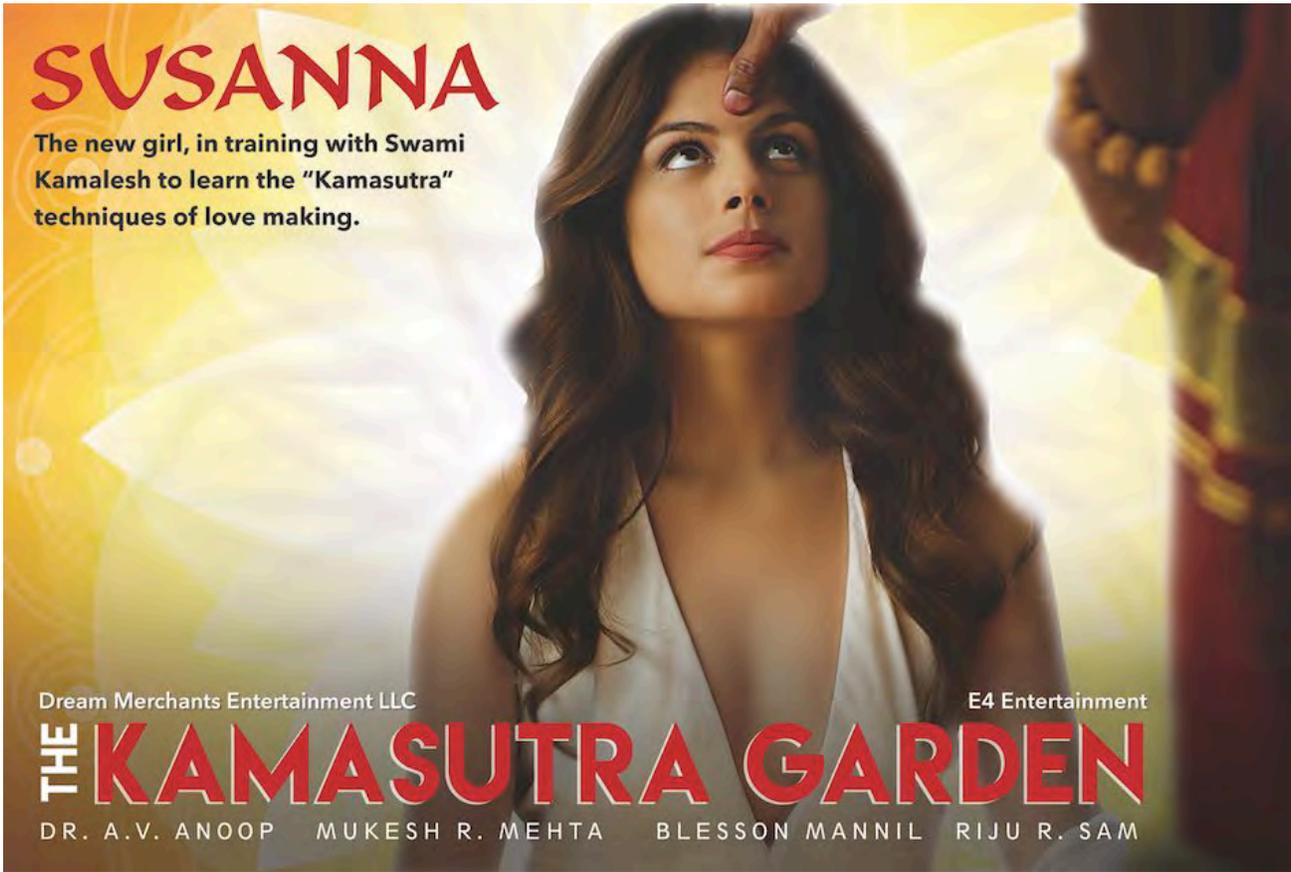
Trailer 2 - Censored (India) - <https://vimeo.com/221206968>

Posters, 5 Song Tracks, Promo Clips, is available online at

<https://www.kamasutragarden.com/distribute>

## **Please support Independent Filmmaking - Please support Fresh Talents**

Please support the feature film "The Kamasutra Garden" as it is the perfect synthesis of ART and COMMERCE. Your support for independent filmmaking will help develop progressive, intelligent, diverse, and artist focused films. Most of the actors that worked in "The Kamasutra Garden" are film school graduates, with great artistic interest and creative passion. We found these hidden talents after conducting 9 auditions in 5 cities (3 states - California, Florida, Atlanta). Our future projects will also be focused on giving opportunities to "new and deserving talents". Please help and support us so we support the dreams of future generation of artists.



**Official Website: [www.thekamasutragarden.com](http://www.thekamasutragarden.com)**

The story of the only brothel in the world, that trains its girls in the "Kamasutra" techniques of lovemaking. Releasing in movie theaters worldwide.

