

Screen Test

UNION BUDGET 2011-2012
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"It's about time we acknowledge financial responsibilities towards the environment. Green India mission, for me, is the highlight as far as policies are concerned"

DEEPIKA PADUKONE
Actress



"The FM has increased the allocation on education by 24% which is a positive step. Investing in education is an investment in our country's future"

AAMIR KHAN
Actor, Director & Producer

Easy Lies the Crown...

The Oscars bowed four times for *The King's Speech*, the film in which a stuttering sovereign finds his voice, and *Inception*, the one about entering people's minds. *The Social Network's* invite kept waiting for a poke



THE BUDGET EDITION

The Writing of The Brief

TWO DECADES OF LIBERALISATION, 20 YEARS of relative freedom from economic controls. The glorious joys of this freedom was at the back of our minds when we sat down to map out this year's Budget Edition. Two decades of change needed a change in style. We thought we should tone down our celebratory hoopla and switch to sobriety. Liberalisation doesn't need chest-thumping cheerleaders any more; it needs sober and supple thought. For it's an ineluctable fact of Indian life. Nothing can erase it now. Bad politics, bad leaders, bad policy we may get, but reforms will always remain a part of the Indian ethos.

Keeping all this in our minds, we decided to ditch our budget template of loud and colourful visuals and decided to go for the subtle and classy that captured the journey of the last 20 years. We decided to commission India's top ad agencies to give us outstanding visual snapshots of the great journey this country has undertaken in two decades. Admen from Team Ogilvy, Team McCann, Team Lowe, Team Taproot, Team BBDO, Team Draftfcb Ulka gave their thumbs-up. We had numerous brainstorming sessions. And we played a hard-to-please client, recommending changes and, in some instances, sending them back to the drawing board. Indian ad gurus worked late into the night, burning the candle at both ends. As one ad man put it at the end; "Thanks for pushing us; for the revised ad is better than the previous one." Ladies and gentlemen, we have for you the ads that tell the story of a rising and powerful India.

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TN/Chief PMG/400/2002. REGD. NOS. MH/MR/South - 92/2009-11 RNI NO. 6252/1961 VOLUME 50 NO. 256

AIR CHARGE Nagpur, Indore & via Re. 1.00, Chennai & via Rs. 3.00, Ahmedabad, Bangalore, Hyderabad, Mangalore & via Rs. 4.00, Delhi, Kolkata & via Rs. 5.00

NOT FOR SALE OUTSIDE INDIA.

SUBSCRIPTION RATES US \$ 500 (annual), US \$ 250 (half yearly) US \$ 125 (Quarterly).

IT WAS JUST FITTING THAT the 83rd Annual Academy Awards this year paid obeisance to history, dreams and reality. In the debut year for 10 best picture nominees none made an overwhelming sweep—history meets dreams meets the reality of dance and deceit.

The *King's Speech*, a period drama about King George VI who is unsure about making a speech a day before the second World War; won four awards—best film, best direction (a surprise), best actor and best original screenplay. The multiple directions that the awards

took saw *Inception*, the sci-fi thriller about dream raiders, getting four, but technical ones.

The award for best documentary went to Charles Ferguson's banker expose *Inside Job*, resonating the thoughts of the voters for the last two years: the economy. "Forgive me, I must start by pointing out that three years after our horrific financial crisis caused by financial fraud, not a single financial executive has gone to jail, and that's wrong," Ferguson said.

Colin Firth won the best actor award while Natalie Portman took the best actress award. Christian Bale and Melissa

Leo took the best supporting actor and actress awards (*The Fighter*).

Indians couldn't make any mark this time—Tariq Anwar nominated for *The King's Speech* (editing) or AR Rahman (two nominations for *127 Hours*). But Rahman made up for the miss.

In a ceremony that lasted only 3 hrs 12 min, he performed his Oscar-nominated song *If I Rise* with singer Florence Welch to a loud applause. *127 Hours* didn't get any. Nor did *True Grit*. Danny Boyle and the Coen brothers were given a royal ignore by the voters.



Natalie Portman

Picture
The King's Speech



Direction
Tom Hooper
(The King's Speech)

Actor
Colin Firth
(The King's Speech)

Actress
Natalie Portman
(Black Swan)

Supporting Actor
Christian Bale
(The Fighter)

Supporting Actress
Melissa Leo
(The Fighter)



Foreign Language Film
A Better World
(Denmark)

Animated Feature Film

Toy Story 3
Lee Unkrich

Art Direction

Robert Stromberg and Karen O'Hara
(Alice in Wonderland)

Cinematography

Wally Pfister
(Inception)



Documentary (Feature)

Inside Job
Charles Ferguson and Audrey Marrs



Film Editing
Angus Wall and Kirk Baxter
(The Social Network)

Music (original score)
Trent Reznor and Atticus Ross
(The Social Network)

Music (Original Song)
We Belong Together (Toy Story 3); Music and Lyric by Randy Newman

Writing (Original Screenplay)
David Seidler
(The King's Speech)

Writing (Adapted Screenplay)
Aaron Sorkin
(The Social Network)

Lifetime Achievement Award
Ian Wallace, Francis Ford Copola, Jean-Luc Godard and Kevin Brownlow



Melissa Leo



"With this tonight, I honour you, and the moral of the story is: Listen to your mother. Thank you to my wonderful actors, the triangle of man-love which is Colin Firth, Geoffrey Rush and me"

TOM HOOPER
BEST DIRECTOR



"I have a feeling my career's just peaked. I have to warn you I am experiencing stirrings somewhere in the upper abdominals that are threatening to form themselves into dance moves"

COLIN FIRTH
BEST ACTOR



08/M 2175

Are you leaving behind a mirage for your family?

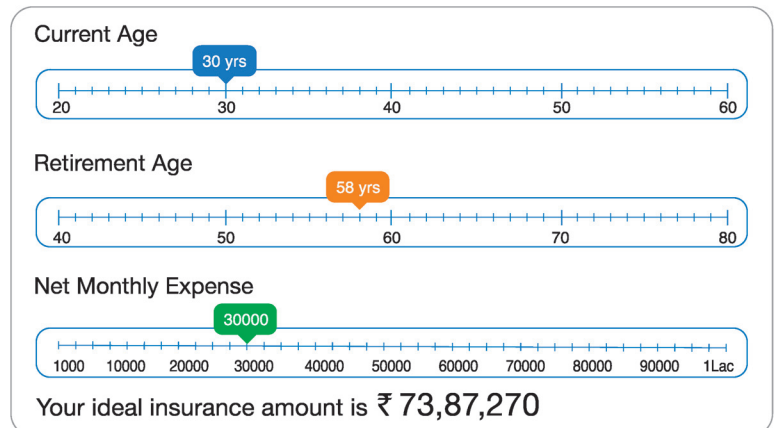
Your family should inherit your legacy, not the ill-effects of K.I.L.B. As the head of your family, you probably work hard to give your dear ones the best that life can offer. No effort is spared in ensuring that they enjoy all of life's delights. As you move up in life, your income, lifestyle, and even your responsibilities and liabilities increase. So how will you protect your family against the uncertainties of the future? Sure, you may think, you have your insurance to take care of them. But ask yourself, is it adequate?

WHAT ARE YOU LEAVING BEHIND?

Families inherit bills, loans and liabilities which need to be cleared off. While your current insurance policy might be able to handle this and also take care of immediate expenses, it can fall short in letting your family continue enjoying the same quality of life as they do now.

GET THE REAL PICTURE.

Nobody sets out to be under-insured. But unintentionally, they end up doing just that. Even though their hearts are in the right place, their insurance policy isn't. So, what's your ideal insurance amount?



Use the above slider on our website to scientifically calculate your ideal insurance policy value.

KNOW YOUR IDEAL INSURANCE AMOUNT NOW.

Finding out your ideal insurance amount is the first step towards making your family future-proof.

To know your appropriate insurance amount

Visit www.aegonreligare.com

GIVE YOUR FAMILY PROTECTION THAT'S REAL.

